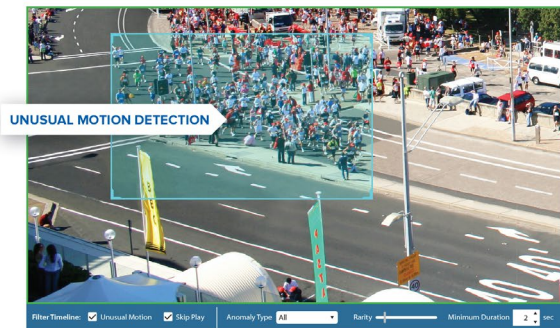# VIDEO SURVEILLANCE & ANALYTICS IN THE 'NEW NORMAL'

AVIGILON™ FROM MOTOROLA ENABLES THE SMART RESTART OF BUSINESS

As organizations emerge from the shut-downs imposed during the COVID-19 outbreak, conducting 'business as usual' will be a thing of the past. For the foreseeable future, and to ensure the continued health and safety of employees and customers, workplaces of all sizes will be implementing new rules and adopting best practices in social distancing.

THE NEW ROLE OF VIDEO

When developing a plan to restart your business in the 'new normal,' consider incorporating Motorola Solution's video camera and analytics system, Avigilon. Through the use of artificial intelligence and advanced analytics, the Avigilon Control Center (ACC) video management system can help you monitor compliance with social-distancing and face-mask policies, address issues that arise and, if a person becomes ill, arm you with the technology to quickly and accurately perform contact tracing.

VIDEO SURVEILLANCE & ANALYTICS IN THE 'NEW NORMAL'

Monitor social-distancing compliance.

Once you establish social-distancing policies for each area of your business, Avigilon's Next Generation Video Analytics can help you monitor compliance. For example, if you determine that no more than four people can safely occupy the lobby at any given time, the system will track the number of persons in view of lobby cameras and send an alert if the count is exceeded. The system will also continuously calculate the distance between people in view of the cameras and send an alert when violations occur. Plus, if distancing requirements are frequently violated in a specific area, such as an often-used hallway, the system will identify that as a 'hot spot' that requires attention.

Monitor the use of face masks.

If the use of face masks is a requirement, Avigilon's artificial intelligence can detect whether a person within view of a camera is wearing a face mask. If not, the system will send a notification to the Avigilon Control Center (ACC). From the ACC, you can also generate reports to help you assess compliance levels.

Prevent mass-contact events.

Avigilon's Unusual Motion Detection technology is able to continuously learn what typical activity in a scene looks like, and then detect and flag unusual motion. Until now, this technology was widely viewed as having a benefit during a security emergency, but it can also be a valuable tool to help enforce social distancing policies. If a crowd unexpectedly begins to form, for whatever reason, you will be notified so you can take immediate action.

Conduct contact tracing.

Avigilon's Appearance Search can sort through hours of videos to quickly locate a specific person and visually document his or her movements over time. So, if a person in your workplace tests positive for the virus, you can identify where he's been, notify the people he's come in contact with, and conduct intense cleaning of the areas he visited. This can also help you avoid the unnecessary effort and cost to deep clean areas of your facility that were not visited by the infected person. The Appearance Search feature can also be tied to existing access control solutions for even greater tracing capability.

Deploy in as little as a few days.

Most new Avigilon cameras come embedded with artificial intelligence and advanced video analytics, and the technologies can also be leveraged as an add-on to many existing ONVIF cameras. Here at BAYCOM, we're ready to help you create a system that leverages new or existing cameras (or both) and, depending on the complexity of the design, we can get your system operational in as little as a few days.

TO LEARN MORE, VISIT:
www.baycominc.com/video-analytics-in-the-new-normal

THE BAYCOM DIFFERENCE:

SCALABLE & EXTENDABLE FOR MAXIMUM VALUE
We help customers make the most of their investments by designing solutions that can be easily upgraded or scaled over time as needs change.

INTEGRATED FOR A MORE COMPLETE PICTURE
We pull together voice, video and mobile communications into a single system, enabling our customers to make faster, better-informed decisions.

ENGINEERED FOR YOUR ENVIRONMENT
We're experts in designing solutions for conditions in which noise, heat, water, distance, time or geography poses a challenge.

SAFETY & SECURITY
With scalable video surveillance and integrated data solutions, we help customers create safer, more secure environments.