TURN VIDEO IMAGES INTO PUBLIC SAFETY INSIGHTS

Video surveillance is a crucial part of protecting citizens and the communities where they live.

245M

245 million surveillance cameras operate worldwide as of 2014[1]

$15.7B

The global surveillance market is valued at **$15.7 billion** as of 2015[2]

$75M

Body-worn cameras are one of the fastest growing segments. The U.S. Government plans "to invest **$75 million** over 3 years to purchase **50,000** body-worn cameras for law enforcement agencies"[3]

THE CHALLENGE

There is more video surveillance footage than ever before. And processing that footage is problematic.

79%

Companies expect incoming video surveillance footage to increase by **79%**[4]

95%

In a typical example, after **22 minutes** of continuous monitoring, a security operator can overlook **95%** of video activity[5]

The vast **quantity** of video being recorded **obscures the value** of the images. The **key is to identify the right images** that might help solve a crime or provide an indicator to help prevent an unexpected event or emergency.

| Municipal Law Enforcement | Emergency Management Directors | Traffic Managers | Security Staff at airports, campuses, sports venues |

...all need efficient ways to help prevent crimes, vandalism and public safety emergencies while helping to protect people and critical infrastructure.

THE OPPORTUNITY

Video analytics can help sort it all out. Analytic tools find details, patterns and trends within all the footage – creating insights that can help law enforcement, public safety agencies and security organizations recognize and anticipate problems.

- **Help prevent incidents** through notifications of potentially hazardous situations
- **Deploy resources** faster to help counteract disruptive crowds and identify and track suspects
- **Improve operational efficiency** through awareness of traffic flows and patterns of activity
- **Identify suspects and clarify situations** to help solve crimes

Justice and public safety is estimated to spend $7.3 billion on IT in 2015[3]

Video analytics can help that budget go further. Smarter public safety can yield annual savings of **17 to 21%** of law enforcement agencies' operating costs[6]

Top performers using intelligent video analytics spend **67%** less per camera and can catch **21x** more events[7]

LEARN MORE

Ensuring public safety is one of the most important strategic objectives of municipal governments.

To learn how video analytics can identify patterns and reveal hidden insights, read more about IBM Intelligent Video Analytics software.

ibm.biz/videoanalytics

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