

Hitachi Video Analytics turns video data into competitive insights that help improve the customer experience, drive sales, reduce costs and increase return on investment (ROI) for your company.

**DATASHEET**

## Hitachi Video Analytics for Operational and Business Intelligence

### Gain New Intelligence From Your Video Data

In an increasingly connected world, video cameras are everywhere: in city streets, retail stores, office buildings, parking lots and more. While video enhances security, cameras have become internet of things (IoT) sensors that can also provide real-time intelligence to improve operations and business outcomes. But to maximize the value of video data, organizations need an analytics solution that delivers insights to improve public spaces and the customer experience.

Hitachi Video Analytics (HVA) helps organizations gain the full value from their video data to create smarter environments that can rapidly adapt to the changing demands of customers. The solution enables users to view only the most important information, such as alerts or specific insights, rather than view hours of videos. HVA surpasses conventional technologies to provide the highest accuracy available.

Unlike most video analytics that offer only a single algorithm for all applications, HVA employs unique algorithms for each application. Combined with advanced particle tracking, noise filtering, object recognition, and image enhancement and stabilization, this approach delivers an extremely low false positive rate and exceptional analysis results.

In fast-paced community and business environments, city operations managers and business decision-makers face a great deal of uncertainty. They are hungry for real-world data that can reduce risks, guide planning, improve efficiency and help businesses succeed. In much the same way that websites offer granular insights about customer visits, clicks, dwell time and browsing behavior, HVA can provide these insights about the physical world through its operational intelligence and business intelligence.

### Operational Intelligence

With video cameras to enhance security and public safety already in place throughout many cities, video data is constantly being captured and stored. Operations directors can use HVA to gain valuable operational intelligence that drives efficiency, innovation, and worker and system productivity, while improving the public space, transportation and business experience. HVA enables organizations to transform video data into operational intelligence that informs better decisions to improve city infrastructures, relieve traffic congestion and optimize building operations.

#### Benefits

- Understand flows of people and vehicles to improve traffic and crowd control efficiency.
- Identify and optimize high-use areas to ease congestion or, alternatively, create high visibility.

- Create alerts when intrusion into specific areas is detected.
- Identify and remediate long waiting lines at sporting, concert and large-scale events.
- Simplify parking process for citizens and employees.

### Business Intelligence

Retailers can use operational intelligence to gain valuable insights into customer behavior, based on locations, layouts, messaging and foot traffic, to drive better business outcomes. By understanding foot traffic patterns, businesses can strategically position products and evaluate the popularity of displays to drive more sales conversions. Creating automatic alerts can also promote sales and customer satisfaction. For example, when a customer dwells in high-value areas, such as jewelry, retailers can send an associate to assist with the sale.

#### Benefits

- Optimize high-use areas to drive more sales.
- Determine best location for new stores based on foot traffic.
- Enable A/B testing to evaluate marketing initiatives.
- Create associate alerts to improve sales of high-value products.
- Automatically monitor queue length to add cashiers and reduce checkout wait times.
- Evaluate dwell times to determine how many views a billboard receives in given locations.

## Privacy Protection

For retailers, hospitals and other organizations using video cameras in public places, ensuring the privacy of individuals can be a requirement. With the Privacy Protector feature of HVA, organizations can prevent intrusions into personal privacy without compromising operations or business intelligence.

HVA automatically detects and pixelates in real time the entire body of all human images in footage. Movement and actions remain recognizable, and other analytics can be run normally. If an incident occurs, operators can access encrypted unpixelated data using chip cards and corresponding PIN codes. Privacy Protector is one of the few video analytics products to be awarded the European Privacy Seal and meet Health Insurance Portability and Accountability Act (HIPAA) and other U.S. privacy requirements.

## Summary: Use Video Analytics to Create Smarter, More Efficient Environments

HVA provides the operational and business intelligence to help government and business organizations create more efficient environments that improve both the citizen and the customer experience. The solution offers technical features, such as advanced object recognition, image enhancement and stabilization, and privacy protection that competing products simply can't match.

For an end-to-end solution that complements HVA, Hitachi Visualization Suite integrates video with data feeds from 911 calls, gunshot detectors, social media, weather reports and crime statistics into

## HITACHI VIDEO ANALYTICS FEATURES FOR OPERATIONAL AND BUSINESS INTELLIGENCE

- **Activity Visualizer:** Provides automatic motion duration analysis that displays the frequency of activity in given areas.
- **People Counter 3-D:** Uses a 3-D sensor to automatically count people passing through a defined area of a video stream in real time, with unparalleled accuracy.
- **Traffic Analyzer:** Counts vehicles on highways, city streets and at premises with carpools or parking garages. Counts up to four vehicle lanes, while classifying vehicles into distinct categories.
- **Queue Detector:** Detects overcrowding by analyzing groups of people waiting in line, including a crowd's pace of motion.
- **Intrusion Detector:** Detects the intrusion of people into high-value areas and alerts operators.
- **Direction Controller:** Detects when objects move in a restricted direction, immediately triggering an alert to notify operators.
- **Vehicle Counter:** Automatically counts and classifies vehicles that pass definable areas on a traffic lane. Results are statistically evaluated and exported to support traffic planning and vehicle control.
- **Object Detector:** Sends alert if there is a new obstruction or blockage on train tracks, on the road, or in a restricted area.
- **Parking Space Analyzer:** Simplifies parking area management by detecting occupied parking spaces, how long a vehicle has been parked, and more.

Hitachi Video Analytics offers reporting capabilities that prepare analysis results from all of these features as interactive statistical reports, sending them via email at definable dates and times. Results can also be exported as CSV files for custom analysis. Hitachi Vantara provides advanced analytics for in-depth customizable insights.

a single web-based interface that delivers immediate, actionable insights.

Further, Hitachi Video Management Platform (VMP) empowers your video analytics and monitoring with a reliable, enterprise-level, converged video solution and supports all major video management software (VMS). No matter how advanced your VMS or video analytics are, poorly performing storage and

lost data will render information useless. Protect your data with a scalable and reliable Hitachi Vantara video management solution.

To learn more about Hitachi Video Analytics, visit our [website](#) or send us an [email](#). We'd be happy to discuss its benefits for your organization.

## Hitachi Vantara at a Glance

Your data is the key to new revenue, better customer experiences and lower costs. With technology and expertise, Hitachi Vantara drives data to meaningful outcomes.

## Hitachi Vantara

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