Value of Viseum UK CCTV Innovations

Value Philosophy of CCTV Innovations

The Trusted Viseum Brand

The Viseum sale is **always first** about the Trusted Viseum Brand and the Viseum sales representative presenting this trust to the customer. The Viseum sale is initially **NOT** about its ground-breaking technologies. **Secondary** to the sale is the major unique benefits of how Viseum technology solves each individual customer's specific problems, with immediate operational savings and improvements that no other organisation can deliver as standard.

Our competition will <u>not</u> have any CCTV Innovations, and they will typically use a rebranded software pack and a standard camera for general use. In contrast, examples of Viseum security project value philosophy are:

Viseum's Software Technology Services

Viseum delivers security success for its customers by providing customised Software Technology Services. For each security and surveillance project, Viseum software developers are selected for their expertise and skillsets. These professionals will select the most suitable Video Analytics Software algorithms from Viseum's technical library, and modify them for each of the customer's exact technical challenges.

Pilot Installations

Viseum does not get involved in Proof-of-Concept (POC) installations. Before the first phase of customised project deployment, Viseum will put more resource in designing, delivering and supporting the crucial pilot installation. This includes more customised improvements that will be needed to deliver success, and after the customer learns of their new and enhanced capabilities.

Viseum Security Project – Installation and Ongoing Support

Competing manufacturers of security products make their profits from selling low-cost products at high volume, known as 'box-shifting'. Viseum delivers Product Solutions with ongoing support and training, and with a Constant Improvement Programme. All of these ongoing services are crucial for our customers to remain ahead of the criminal and minimise operational overheads.

Viseum's Most Popular Safe City Deployment Programme

This programme shows the practicalities and economics of bringing the world's highest value disruptive technologies to market. Typically used for pilot installations as well as scheduling project deployments, with customer availability for training and support, Viseum's Phased Technology Introduction Programme is the most effective process for delivering the customer's necessary security successes, in the fastest possible time.

> Download Viseum's Phased Technology Introduction Programme <

Philosophy Results Example

Viseum iVOS FaceRec™

Viseum's International Patents from 2002 are testament to Viseum developing and supporting face recognition software for much longer than any other organisation in the world. Our expertise in delivering face recognition system success is from experiences gathered over this longest period of time. Also, we have evaluated all other face recognition software providers that are established in the market. All of these suffer from this industry's generally known problems, and none of them has the ability to customise their software. Viseum is the first to overcome these problems for each customer's site security.

This naturally makes Viseum iVOS FaceRec Software and Camera Hardware Technology Services the very best in the world in all like-for-like comparison tests, and customers either come to Viseum at the start of their security project when they are looking for the best, or when they have tested other solutions that have not delivered their results needed.
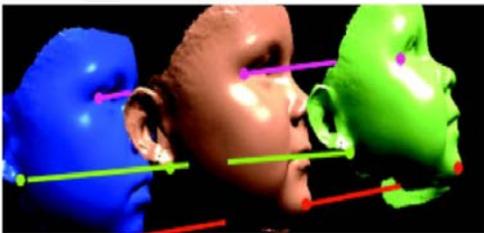
General Results:

1. Organisations come to Viseum to improve security and reduce operational expenditure; London's Metropolitan Police came to Viseum because they wanted to a) reduce missed opportunities because of CCTV camera operator fatigue and b) save significant man-hours in redeploying and re-adjusting CCTV camera positions.

2. The bridges and tunnels authority of one of America's most populated cities came straight to Viseum to design a Face Recognition System to collect people's faces from inside vehicles, and at motorway speeds, and without affecting the traffic flow. With such a security conscious customer and a challenging security application, Viseum was the safest choice.

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Operational Performance e.g. Security Checkpoints

Our security project design expertise is highlighted again when optimizing its systems for operational success. For the most effective and efficient flow of people and vehicles, it is critical to have the ability to allow and disallow them in and out of certain areas, without creating unnecessary delay. The flow of people and vehicles through certain areas of a security enterprise using Viseum surveillance solutions can be optimized based on an effective balance of the site's day-to-day operation and security threat. This means that the design of computer processing and the flow of data communication information are optimized for real-time live operation, to increase security performance and minimize traffic flow interruptions.

This operational security success includes when and what information to send to whom. For example, a first responder can be sent details and images of a suspect to their smartphone with operational instructions to follow or apprehend them, or in contrast, a top-level security manager could be emailed the status of a VIP travelling through their city.

Customers Purchasing Low-End Security Equipment

The reverse of purchasing high-end security equipment is purchasing low-cost security equipment, and the concept of "low-end" means "low quality". These low-end purchases will have a negative strategic impact, and will eventually cost the customer much more money and on a continuous ongoing basis.

For the best improvements in security and surveillance services, a better CAPEX investment in Viseum Product Solutions saves the most ongoing OPEX.

Without strong <u>Red Team Testing</u> (your security systems penetration testing) your security is completely ineffective against criminals with intent, and they will not be deterred.
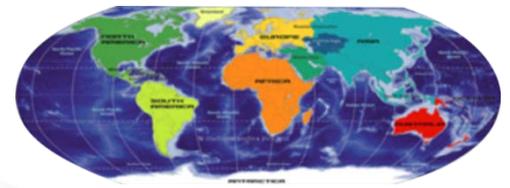
When criminals have <u>intent</u> they will innovate. Without CCTV Innovations they will carefully choose their moment to evade the many different types of "high-security" standalone and surveillance operator monitored CCTV systems, break through access control systems and outwit manned guarding patrols.

Viseum solutions are purchased throughout the world where the potential impact of antisocial, criminal or terrorist activity on public confidence, commercial profit or corporate reputation is judged as being unacceptably high. Viseum Intelligent CCTV automated surveillance technology helps you deliver the world's best security, and it does this by giving you the largest and most productive return on investment. It optimizes security personnel and security systems, by automatically monitoring events, reporting threat or risk, and remembering where registered and unregistered people and vehicles are throughout your CCTV network.

Everyone expects and deserves the right to live and work where it is safe and secure. Those who seek to undermine security for either misguided personal, criminal or ideological reasons must be *deterred, detected, disrupted* and held to account. It is therefore incumbent upon public bodies, governments and commercial organisations to protect their communities, property, staff, and customers from harm. Failure to do so can have a strategic impact on public confidence, business profits and organisational reputation.

> Download Viseum Security Site Survey <

Transforming Pan, Tilt & Zoom (PTZ) cameras from being reactive infrastructure-dependent CCTV installations, to proactive independent security assets.

The only PTZ Camera installations in the world to automatically watch everything in all directions at the same time.

The only PTZ Camera installations in the world to make remote CCTV monitoring a highly efficient option, rather than just a necessary cost.

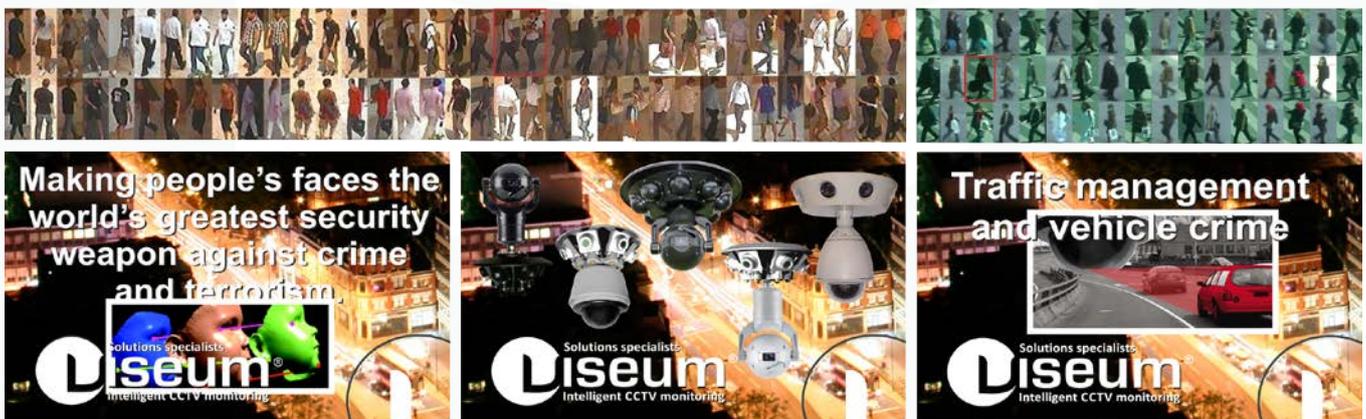> Viseum Group Profile <

Security Risk and Assessment

Security measures must be appropriate to the environment and the threat. There is however always a tension between security expenditure and commercial investment. Many organisations under-assess the potential threat, choosing instead to meet the minimum security requirements demanded by their insurance policy. They use low-tech CCTV cameras and ineffective security systems. They will also leave themselves vulnerable to a variety of antisocial, criminal and terrorist threats, which invites disaster.

Viseum security and surveillance solutions are designed for organisations who understand the potential threat spectrum and who demand the very best protection against *tactical events* that might have *strategic consequences*. Using our unique, globally patented and constantly evolving technology, Viseum solutions deliver unparalleled levels of confidence and total situational awareness for security staff, within complex and populated environments - enhancing their decision-making and first response services on the ground.
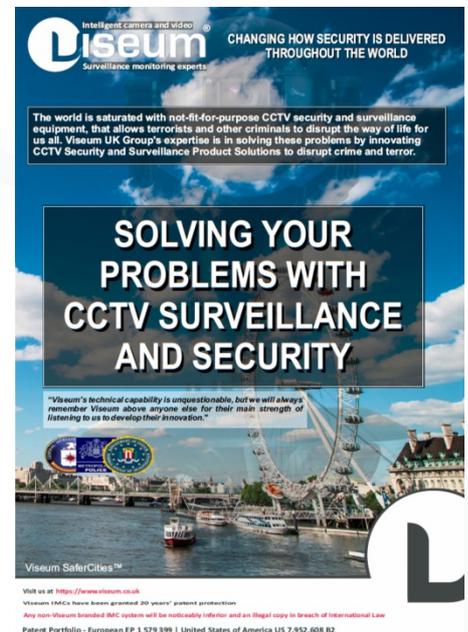
Confidently deterring, detecting and disrupting potential troublemakers whilst providing forensic video evidence of their activities within busy commercial complexes, shopping malls, streets, airports, etc. demands extremely sophisticated technology. Customers can be assured that by investing in Viseum intelligent security and surveillance systems, they will benefit from revolutionary security performance that is at least 6 times more efficient than its closest rival. Moreover whilst providing better security, the Viseum Panoramic Security Camera uses fewer cameras, attracts lower support costs and reduces security staff overheads, making Viseum security solutions the very best value for money in every respect.

> Download Viseum Sales Qualification Process <   > Download Viseum Customers Business Case <

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> Viseum Technology and Support Strengths < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.

Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods, nor can they secure investment due to this breach.

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Patents Granted	European Patent **> EP 1 579 399 <** & United States of America **> US 7,952,608 B2 <**
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