



# MassiveAnalytic

## Precognition Machines



# Nethra Video Analytics

[www.massiveanalytic.com](http://www.massiveanalytic.com)

# Turn passive CCTV into a proactive tool for prevention

In today's fast paced working environments we need insights fast. Nethra is a Deep Learning platform that uses trained neural networks to identify numerous actions and objects from live video. Insights can be streamed from standard quality video footage and Nethra can be run on edge devices or installed locally. Nethra has been trained to identify and alert for a wide variety of different use cases, ranging from aggressive behaviour, to car crashes to left luggage.



[Click for our Nethra trailer](#)



[Click for a Nethra demo](#)

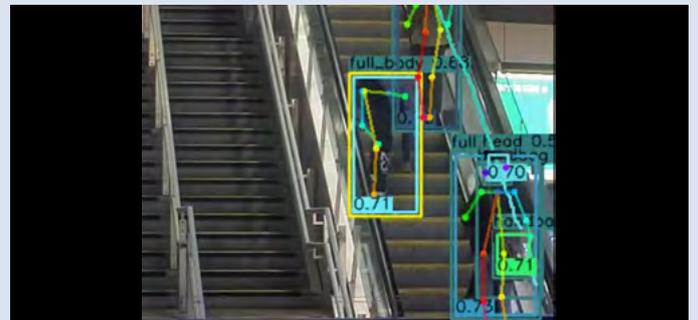
## Innovation that works

Nethra has a number of competitive advantages that make it a great fit for your business:

- Can use any existing camera system, including IR cameras, for lower cost implementation
- GDPR compliant with no Personal Identifiable Information (PII), for less data protection compliance overheads
- Rapidly deployable with flexible options
- Can analyse real-time imagery, or review historic footage in bulk

## Health & Safety

Nethra has been trained to address a variety of health & safety use cases to protect employees and the public. This includes identifying when staff are not wearing PPE, spotting costly slips, trips and falls, lone worker monitoring and whether no-walk zones are observed. Nethra's detection also extends to vehicles, such as identifying speed limits and breaches of safety procedures; such as construction vehicles reversing without a banksman.



An example of a health and safety alert



[Click for showreel on aggressive behaviour](#)

## Security

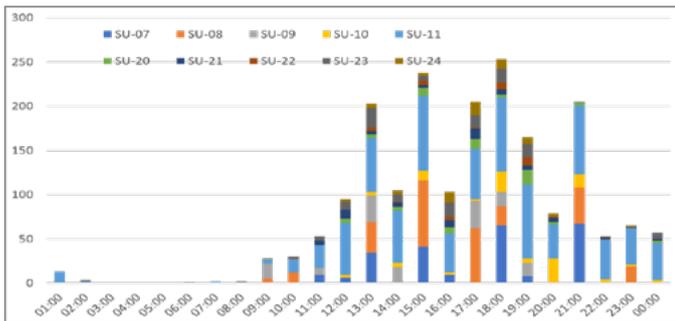
In today's world where security is often a major concern for employers, Nethra has you covered. Use cases include intruder detection, identifying loitering, automatic assessment of perimeter fence condition, exclusion zone breaches, aggressive behaviour detection (including against staff), equipment/material movement out of hours and anomalous behaviour.

# Facilities Management

Nethra provides a solution for facilities management, able to monitor and provide insights on a number of different use cases. This includes on-site dwell times for vehicles, equipment and materials. Combined with health and safety alerts, for example when someone is using machinery when they shouldn't be. Nethra can also provide insights and alerts on usage around designated parts of a commercial environments such as receptions or no entry and secure locations.



An example of Facilities Management



An example of footfall analysis

# Public Space Usage Management

Using Nethra, operators can set-up lines of interest in parts of the camera frame to capture volumetric insights. This can be the doorways of shops, the entrance to an arcade or sections of a road, and the movement of people within a retail environment. The data captured by Nethra can be exported or presented in various ways to provide insights to on people flow analysis (dwell times, flow throughout facility, start-to-finish visit analysis), vehicle movement analysis (speed, direction, density, classification) to help drive advertising, retail and more.

# Massive Analytic, Reinventing Decision Making

Most businesses take the same approach to decision-making; they collect data, visualize it, uncover critical insights, and then use those insights to make decisions. This is a linear process that makes decisions after the data is collected and analysed.

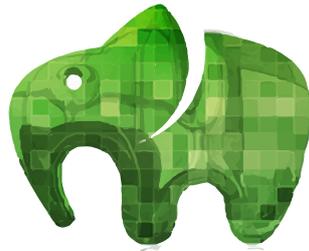
However, this is not an optimal model for data driven decisions where the unpredictability and complexity of large organizations introduces risks into the equation. This is why Massive Analytic envisions decision making not as a straight line, but a loop; one that continually evolves with feedback across your entire business to provide better and more transparent decisions. We call this decision intelligence.

Our suite of market-ready platforms is ready to deploy as customer-centric solutions in a SaaS framework, and includes an enterprise-ready data science platform, video analytics, control systems and event simulation.

The combination and synergies between these technologies are unique and position Massive Analytic as a decision intelligence solutions provider able to deliver more intelligent decision-making no matter the complexity of the business.



Pose estimation can identify a variety of actions



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Precognition Machines

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