



## Unlock the full potential of your video data with an intelligent analytics platform

### Video is the most under-utilized source of data today

Videos serve as a central data source for security in public areas and for the smart optimization of infrastructures. Video technology is used in a wide variety of application scenarios and seen as a critical tool for keeping people and property safe.

However, video data is not used to its full capacity. In order to trigger predefined actions it has to be analyzed and connected to third-party data. Here the Pentaho/Hitachi Vantara Analytics Connector from it-novum comes into play (see backside).

#### Hitachi Video Analytics: Wide range of use cases and various analysis features

##### Activity Visualizer

Analyzes motion duration and dwelling times for statistical purposes.

##### People Counter

Automatically counts people passing a defined area.

##### Queue Detector

Analyzes queues in order to detect over-crowding.

##### Parking Analyzer

Detects occupied parking spots and measures duration.

##### Privacy Protector

Privacy-protected video that pixelates humans and vehicles.

##### Traffic Analyzer

Automatically counts and classifies vehicles in defined areas.

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##### License Plate RECOGNIZER

Compares license plates on vehicles with specific lists.

##### Direction Controller

Automatically detects objects moving in a restricted direction.

##### Intrusion Detector

Detects persons or vehicles intruding into critical areas.

##### Facial Recognition

Matches faces in real time and searches for similar faces.

##### Object Detector

Detects objects that enter or leave a scene and remain steady for a defined time.

##### Traffic Counter

Counts vehicles on the road.



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### Hitachi Video Analytics turns video data into video intelligence

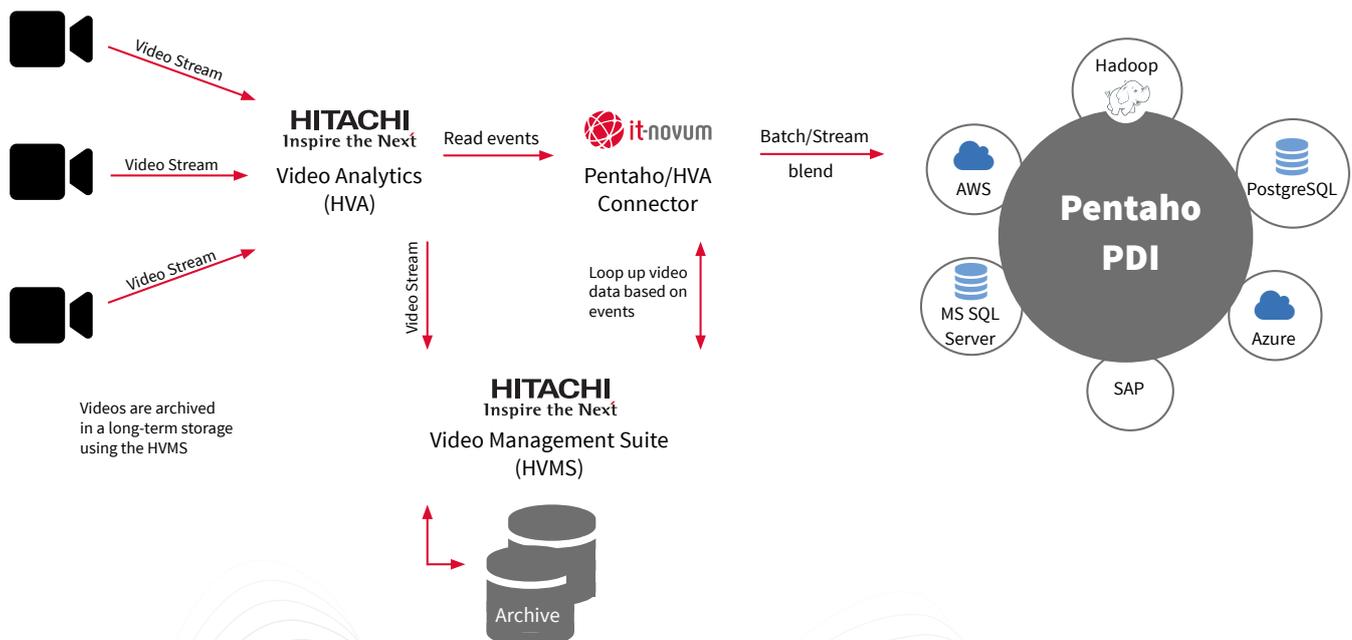
Video data only provides real added value if it is interpreted correctly - that is, analyzed and intelligently combined with information from third-party systems.

With Pentaho Data Integration and Hitachi Video Analytics Connector, users can blend video events with data from 3rd party applications to automatically trigger predefined actions based on the analysis' results. This enables i.e. safety solution vendors to add insights and value to their solutions.

#### Advantages of the Pentaho/ Hitachi Video Analytics Connector:

- ▶ Blending video data from any 3rd party application
- ▶ Reading Hitachi Video Analytics data via batch or streaming mode
- ▶ Supports reading data from 13 Hitachi Video Analytics analytical modules
- ▶ Fully integrated into Pentaho Data Integration

#### Real insights from video data: with Pentaho Data Integration and Pentaho/Hitachi Video Analytics Connector





## **Analytics Platform Connector**

Unlock the full potential of your video data with Pentaho

Turning video cameras into information-collecting sensors with deeper insights, for proactive tasks and stronger ROI.

Video data always needs to be connected to third-party systems in order to trigger predefined actions. This is where it-novum's Hitachi Video Analytics Connector comes into play...

### **Advantages of the Pentaho/ Hitachi Video Analytics (Hitachi Video Analytics) Connector:**

- ▶ Connecting video analytics via PDI with any 3rd party application (Hadoop, SAP, ...)
- ▶ Blending video data with structured and unstructured data
- ▶ Reading Hitachi Video Analytics data via batch or streaming mode
- ▶ Supports reading data from 13 Hitachi Video Analytics analytical modules
- ▶ Fully integrated into Pentaho Data Integration (PDI)

### **Practical examples for advanced video analytics scenarios:**



Retailers gain new insights into how customers shop in their stores, where they spend their time, and which promotions or product placements drive sales. These metrics enable traders to optimize their business models: they quickly see what works and what doesn't.



At airports long queues can be detected, staffing at security checkpoints can be optimized, or customs passport control processes can be improved. This allows passengers to pass through the controls swiftly and businesses profit from a higher footfall in the food and shopping areas.



Cities can provide better public services through metrics such as pedestrian and municipal traffic analysis. City planners i.e. gain knowledge on road usage and for restructuring roads and intersections to improve the traffic flow.