

SMART CITIES

FROM HITACHI

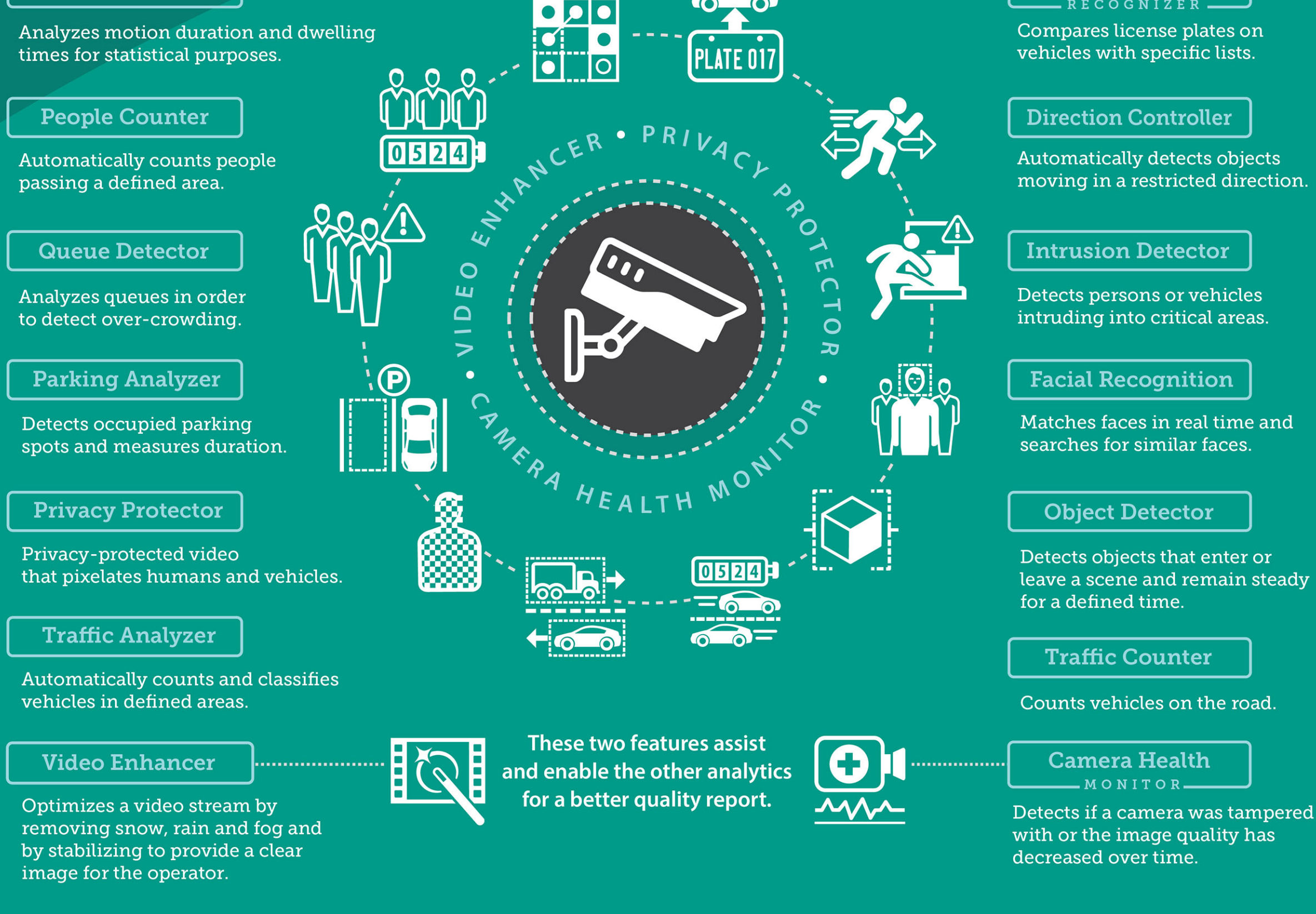
HOW HITACHI VIDEO ANALYTICS OFFER INSIGHT THAT MAKES OUR CITIES SMARTER



A CAMERA IS MORE THAN JUST A SOURCE OF VIDEO

VIDEO ANALYTICS

Video is the most under-utilized source of data today



PRIVACY PROTECTION

Privacy protection is an IMPORTANT aspect of any video security system, especially in sensitive locations such as hospitals and schools, where automated privacy protection can reduce risk and liability.

- COMPLETE PRIVACY- Pixelates the entire body so no Personally Identifiable Information (PII) is captured.
- TRANSPARENCY- Any use of raw footage for investigations requires ID verification and is tracked to ensure compliance.



CITY CENTER

OPERATIONAL INTELLIGENCE

How can cities measure ROI of public infrastructure?



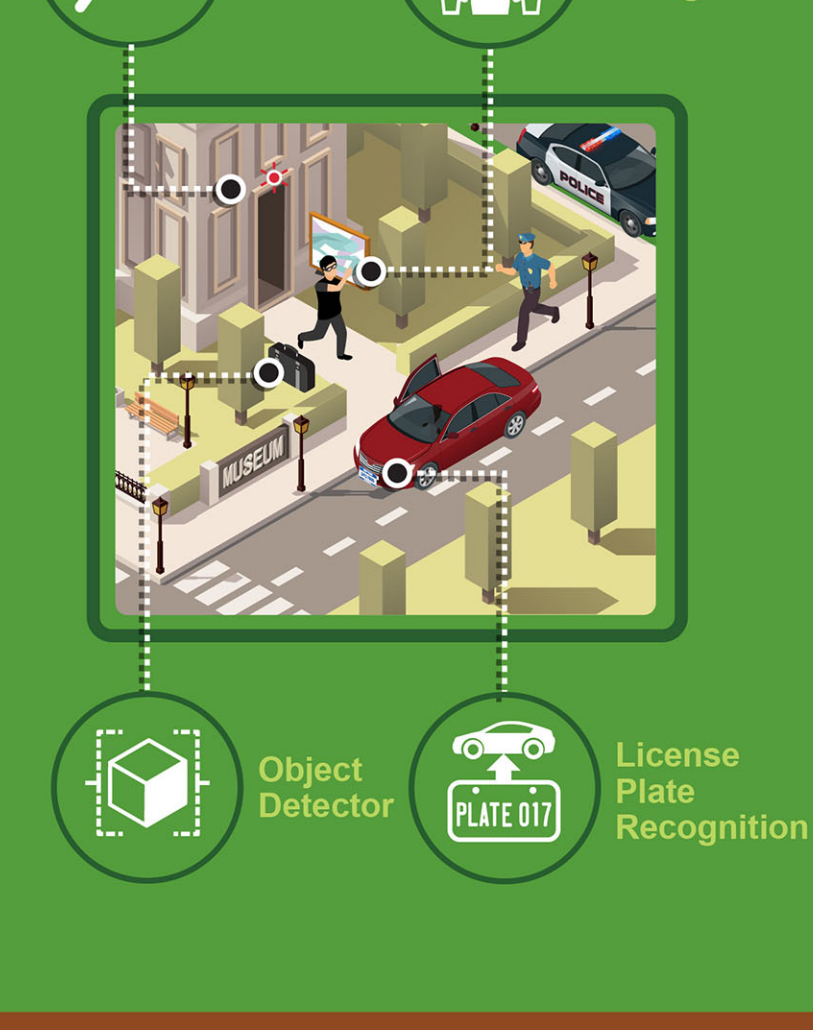
BUSINESS INTELLIGENCE

Where should merchants locate their shops and advertising to succeed?



PUBLIC SAFETY

How can cities respond more effectively to crime and violations?



SCHOOL CAMPUS

OPERATIONAL INTELLIGENCE

What is the utilization of classrooms and facilities?



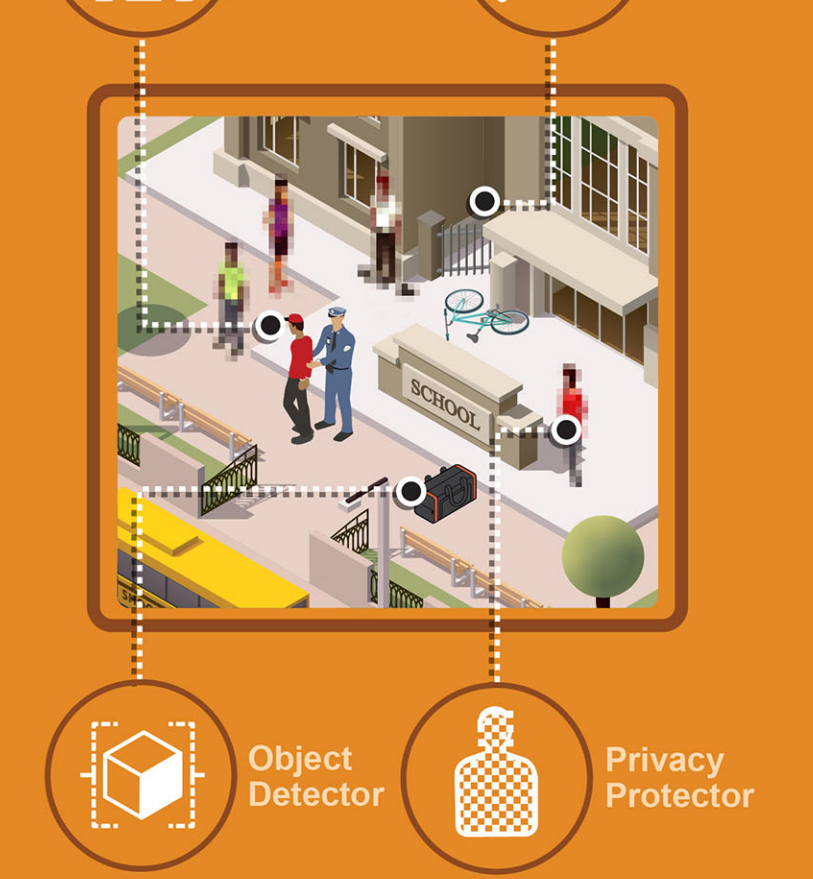
BUSINESS INTELLIGENCE

How can campus shops thrive while meeting student needs?



CAMPUS SAFETY

How can schools keep students and visitors safe on campus?



AIRPORT

OPERATIONAL INTELLIGENCE

When do we need to send more staff to keep people moving?



BUSINESS INTELLIGENCE

How can retailers in the terminals be more successful?



SECURITY

How can we keep people safe and quickly detect threats?



TRAFFIC & TRANSPORTATION

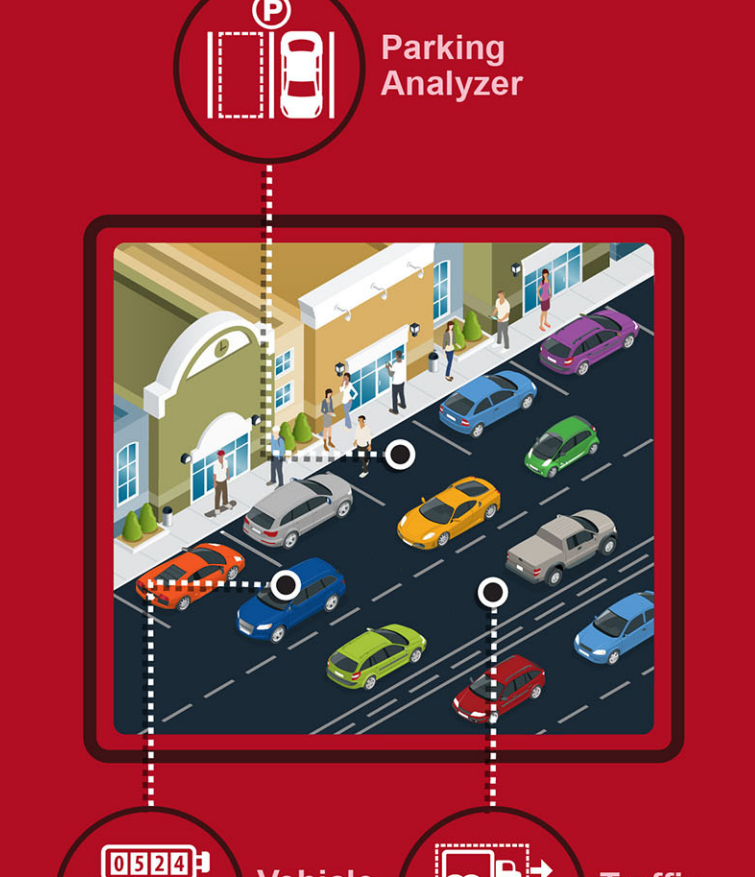
OPERATIONAL INTELLIGENCE

When should I deploy more buses or trains to meet demand?



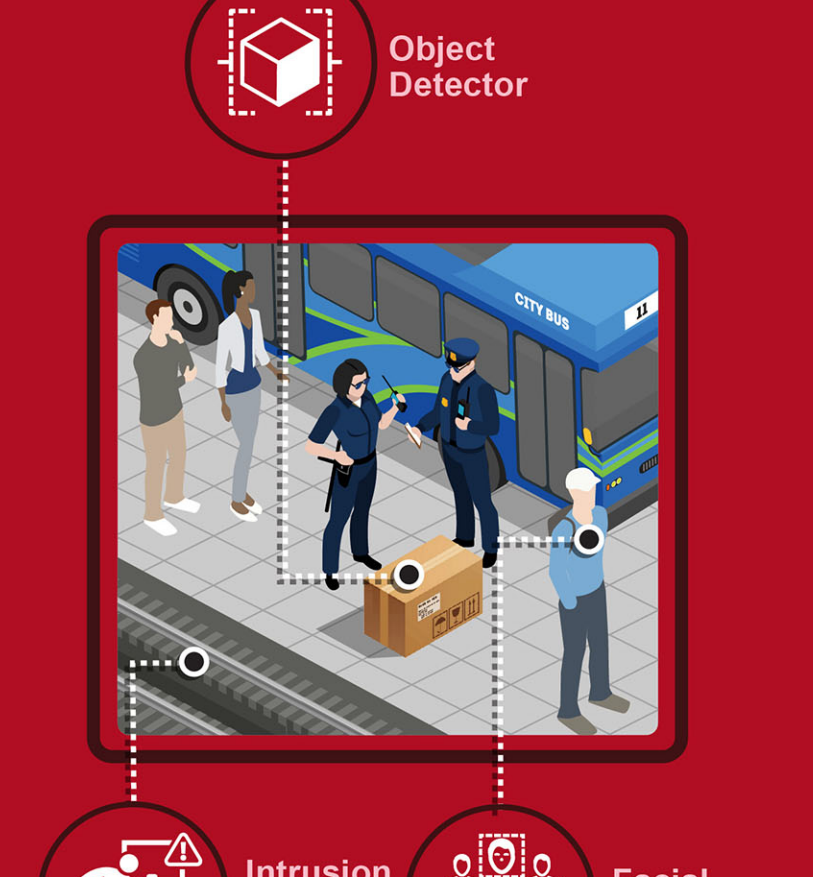
BUSINESS INTELLIGENCE

How can I help people find the best route, and a parking spot?



SECURITY

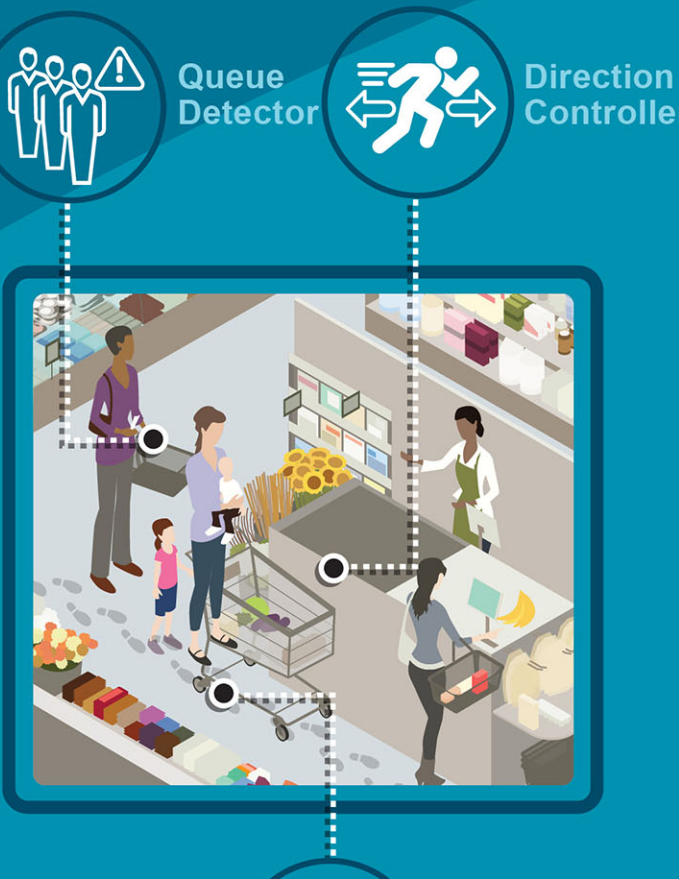
How can I keep people safe during their commute?



RETAIL

OPERATIONAL INTELLIGENCE

When should I deploy a new cashier to keep customers happy?



BUSINESS INTELLIGENCE

What's the best way to arrange my store or merchandise?



SECURITY

How can I prevent loss, and keep customers safe?



WHAT CAN YOU DO WITH INSIGHT?



Hitachi Video Analytics helps cities, businesses, and organizations gain the insights they need to improve efficiency, make smarter business decisions, and improve public safety and security.

Learn more about what you can do with insight at: www.HitachiInsightGroup.com

HITACHI
Inspire the Next