comsur™

the missing piece of CCTV

THE FOOTAGE WHISPERER

"SEE WHAT THE CAMERA SAW"

GET THE BOOK

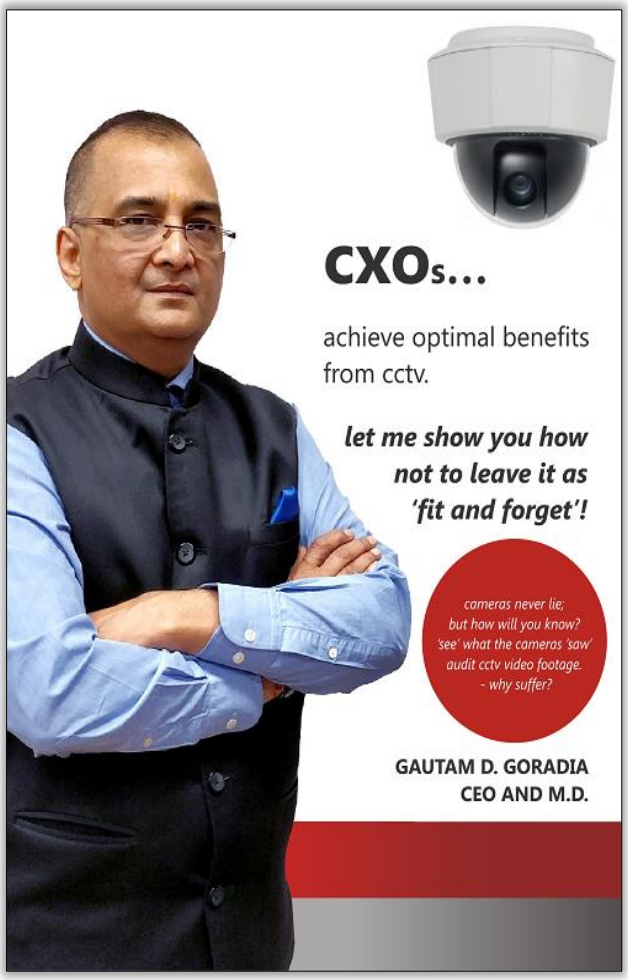
100+ TOPICS - AIRPORTS TO ZOOS

GAUTAM D. GORADIA

Welcome to the COM-SUR Channel Partner program. Our goal is to provide our partners with the resources and support they need to help their prospects and customers to achieve optimal outcomes and actionable insights from CCTV/video surveillance. This document is designed to answer some common questions and provide guidance on how to make the most of our program. You'll find key features and benefits of the program as well as best practices for a successful partnership. Whether you're a new or existing partner, we hope you find this document useful. If you have any questions or concerns, please do not hesitate to reach out to us for clarification.

See What the Camera Saw – The Footage Whisperer

Authored by our Founder and CEO, "See What the Camera Saw – The Footage Whisperer" is a world-first compendium that transforms how we perceive and utilize CCTV surveillance. This comprehensive guide transcends conventional boundaries, serving as an essential text for various stakeholders within the CCTV ecosystem. Delve into 101 business verticals, from bustling Airports to serene Zoos, and discover how this compendium uncovers hidden insights, converting dormant cameras into active guardians. More in the book that can be purchased from Amazon at: https://bit.ly/49SY7Np



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Overview

COM-SUR is the world's only CCTV video footage auditing, smart backup, and standardized intelligent incident reporting software. COM-SUR is the missing piece of CCTV that makes it more than just a 'fit and forget' system. With the dedicated use of COM-SUR users can gain several benefits and make more efficient use of surveillance video.

Think of COM-SUR as the MS Office for CCTV, a comprehensive solution that empowers people to use CCTV to its fullest potential leading to a safer world.

Here are the answers to some basic questions:

Q 1: Where will COM-SUR be useful?

Wherever there is a surveillance camera. COM-SUR's use cases range from an airport to a zoo (A to Z). For the police/LEA/defence forces, it is a great investigation and productivity tool besides benefiting from community policing and crowd sourced surveillance.

Q 2: What type of cameras/VMS does COM-SUR work with?

COM-SUR works with all types of existing cameras/VMS/video analytics (brand/type agnostic). It works with CCTV, drone/UAV, body-worn, dashcam, and mobile cameras.

Q 3: What are the benefits that people can hope to achieve with the dedicated use of COM-SUR?

a) COM-SUR helps users audit hours of surveillance footage in minutes. This helps unlock 'hidden' information which can lead to benefits like improved homeland security, crime prevention, faster crime solving, threat and hazard risk mitigation, operational efficiency improvement, root cause analysis, compliance enhancement, TQM, and health and safety matters. Quicker corrective and preventive action lead to continuous improvement in every area.

b) Dramatic reduction of data size and a very inexpensive disaster recovery mechanism.

c) Ease of creating standardized reports in PowerPoint that deliver business intelligence.

d) New business opportunities of a CCTV video footage auditing service. An end-of-day audit report can enhance customer profits and deliver benefits to them in every area.

Q 4: Who does COM-SUR benefit at an organization?

From a CEO to a CSO. Every functionary will benefit from actionable intelligence that otherwise remains buried with the footage.

Q 5: How is auditing different from live monitoring?

Monitoring live CCTV footage presents several challenges that impact its effectiveness. Video blindness, where operators may become desensitized or overwhelmed by the volume of video feeds, can lead to missed incidents or critical details. Poor operator attention span can result in lapses in surveillance, compromising security.

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Boredom and monotony can also contribute to decreased alertness and attentiveness. Additionally, operator bias and subjective interpretations may affect the accuracy and reliability of monitoring activities. Factors such as operators not being at their seats can further undermine the continuous observation and immediate response required for effective monitoring.

In contrast, auditing CCTV footage is a more dedicated and focused process. It allows for a thorough and systematic review of recorded footage, enabling analysts to carefully analyze specific incidents, patterns, or areas of interest. Unlike monitoring, auditing is not constrained by real-time pressures or the need for immediate response. This dedicated approach provides an opportunity to leverage technology, tools, and specialized expertise to extract valuable insights, identify trends, and detect anomalies. By eliminating the real-time pressures and distractions inherent in monitoring, auditing can yield more comprehensive results and mitigate the challenges associated with continuous observation.

Besides not everyone has a dedicated team of operators. Therefore, it is important to have a specialized tool that makes it possible for every user to audit his/her own footage. That tool is COM-SUR!

Q 6: COM-SUR seems like a manual process. What about AI/ML/DL/Video Analytics that raise real time alerts?

Some types of exceptions will never be discovered by automated systems, which besides being very expensive can only detect what they have been programmed for. What about the rest? These technologies are also prone to sending false positives, which in any case have to be verified by humans.

Q 7: Tell us something about COM-SUR's standardized intelligent incident reports.

Any incident report (criminal or otherwise) needs to answer the 5Ws +1H. COM-SUR creates reports in a standardized 'intelligent' template in PowerPoint. The meta-data entered delivers data analytics. Other reports that COM-SUR generates in Word, Excel, PDF deliver added benefits including the ease of creating lists and posters of mugshots.

Q 8: What is the competition scenario for COM-SUR, and how is it priced?

COM-SUR is a very holistic solution.
Our research indicates that there isn't a single technology that is even remotely close to COM-SUR. COM-SUR is very competitively priced based on the version segmentation and the number of cameras.

Q 9: Can COM-SUR recognize faces, objects, motion? Does it have any AI/ML/DL?

COM-SUR addresses a 'basic' need that the surveillance industry has failed to address.
It has been designed as an auditing tool, smart backup, and standardized intelligent incident reporting tool. While future/special versions may offer such features, COM-SUR complements third party 'automated' solutions. Also, images created by COM-SUR become relevant training data for AI/ML/DL models.

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Q 10: Does COM-SUR come in different versions? What are the differences between them?

Yes. As of date, there are 6 Versions:

'HOME', 'BASIC', 'BUSINESS', 'PLUS', 'PRO', 'ULTIMA'

Link: https://www.comsur.biz/COM-SUR_Version_Comparison.pdf

Q 11: What are the system requirements for running COM-SUR?

Link: https://www.comsur.biz/System_Requirements.pdf

Q 12: We can playback the DVR/NVR/VMS. How is COM-SUR different?

Let us compare traditional video playback methods with COM-SUR's innovative image approach for playing surveillance footage. The analysis covers data size and complexity, processing efficiency, user experience, resource optimization, as well as additional features like forensic filters, and multi-camera zoom/pan offered by COM-SUR.

Aspect	Traditional Video Playback	COM-SUR's Images
Data Size and Complexity	High data volume due to continuous video streams	Reduced data size and complexity with discrete images
Processing Efficiency	Strain on hardware resources, potential performance issues	Optimized playback efficiency, smoother navigation
User Experience and Analysis	Challenging analysis due to rapid frame progression	Clearer view, easy navigation, detailed analysis capabilities
Resource Optimization	High resource consumption impacting system performance	Reduced strain on system resources, efficient playback
Additional Features	Limited capabilities for forensic analysis, zoom, and pan	Advanced forensic filters, multi-camera zoom/pan capabilities

Conclusion: COM-SUR's image approach not only addresses traditional challenges in surveillance review but also offers additional features like forensic filters and multi-camera zoom/pan, enhancing the overall effectiveness of surveillance operations. This innovative approach ensures smoother navigation, clearer insights, and efficient utilization of hardware resources, making it a valuable tool for very quick and efficient comprehensive surveillance analysis.

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Ask us these questions during an online session:

Q 1: Some customers have hundreds/thousands of cameras. How can they audit so many cameras?

Q 2: For the software to capture screenshots continuously, the computer needs to be kept on 24/7/365.

Q 3: Some organizations are not allowed to keep their monitors on to save electricity. In this case, how will COM-SUR capture screenshots?

Q 4: What would happen if the computer on which COM-SUR is installed, itself gets stolen or is destroyed?

Q.5: How does COM-SUR reduce the data size? Also, how much bandwidth will be required for COM-SUR?

Q 6: is there a need for any additional software like MS Office?

Q 7: What is the Channel Partner discount?

Q 8: What are your support and licensing policies? What about annual maintenance and upgrades?

Q 9: What about the sales territory and how will you protect us if other Channel Partners or customers approach you?

Q 10: We read about your Societal Purpose. While this is a great gesture for society, how will we make money?

Q 11: Marketing and Sales Collateral: Can I access marketing materials, sales presentations, and other collateral to help me promote COM-SUR to my customers?

Q 12: How frequently does COM-SUR release updates or new features? Will we have access to these updates, and how will they be communicated?

Q 13: Growth Opportunities: Beyond selling the software, are there opportunities for Channel Partners to offer additional services, such as consulting, implementation, or training, to their clients?

Q 14: All this seems great. One final question. Doesn't all this seem very different from what the surveillance industry is used to? What if the auditor does not do a good job? And won't the customer need more resources?

We are convinced. What are the next steps?

Upon receipt of your email (to cp@comsur.biz or to the email you have been communicating with) evincing interest in becoming our Channel Partner, we will send you our standard COM-SUR Channel Partner Agreement.
Please enter the details, initial each page/sign the last page and send the same to us via courier. Upon receipt, we will sign and return. If you are from India, please use a stamp paper of Rs. 100/- or over (digital can do as well). Our office address: Hayagriva Software (P) Ltd., A2/229, Shah and Nahar Industrial Estate, Sitaram Jadhav Marg, Lower Parel West, Mumbai – 400013.

Once the above is received and verified by us, we will counter-sign the same and send it to you. Along with the above, we will send you the following documents:

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(1) Our standard COM-SUR Channel Partner Price List

(2) Pre-training preparations document.
This is a very detailed document that lists out the preparations to be made by the relevant people at your end before we can commence with the training. The document also contains the setup files for you to download the software and other needed instructions

Thank you once again for showing interest in coming onboard as a COM-SUR Channel Partner. We welcome you whole-heartedly.

Gautam D. Goradia
Founder and CEO

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