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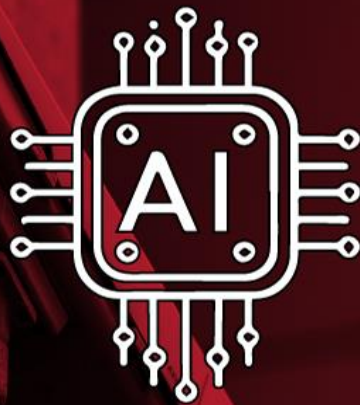
the missing piece of CCTV

GET THE BOOK



"SEE WHAT THE CAMERA SAW"

THE FOOTAGE WHISPERER



'BETTER' AI VIA DAILY AUDITS NO MORE DATA WALL

100+ TOPICS - AIRPORTS TO ZOOS

GAUTAM D. GORADIA

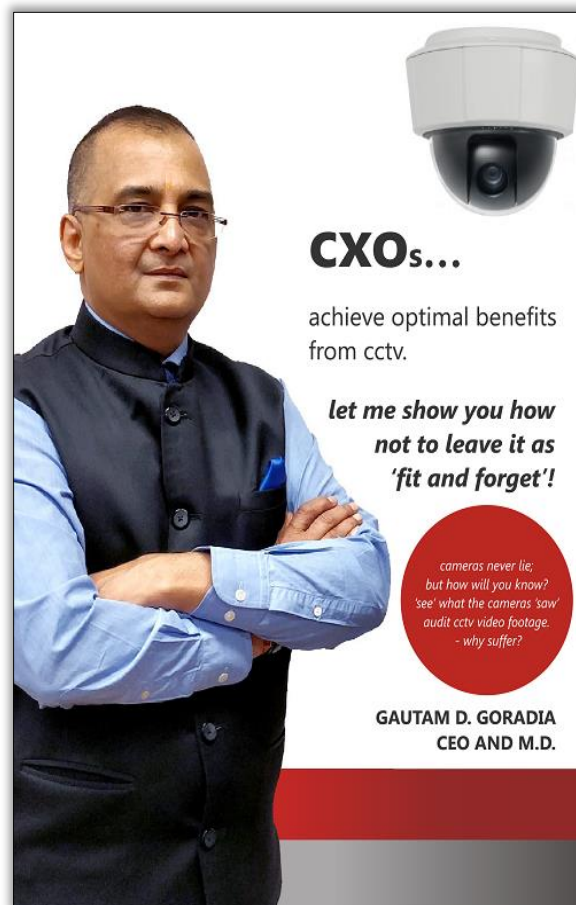
Welcome to the COM-SUR Channel Partner program.

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 100+ business verticals (from bustling Airports to serene Zoos), read about some important topics related to COM-SUR, 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>



CXOs...

achieve optimal benefits
from cctv.

***let me show you how
not to leave it as
'fit and forget'!***

cameras never lie;
but how will you know?
'see' what the cameras 'saw'
audit cctv video footage.
~ why suffer?

GAUTAM D. GORADIA
CEO AND M.D.

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) At a broader level, 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.

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: 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 7: 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 8: 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_Versions_Comparison.pdf

Q 9: What are the system requirements for running COM-SUR?

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

Q 10: We can playback the DVR/NVR/VMS. How is COM-SUR different?

While there is a detailed White Paper on this topic in the USE CASES section of our website, here is a basic comparison of 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
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.

The White Paper on this topic can be accessed from here:

<https://www.comsur.biz/White Paper - Surveillance Video Playback Revolution.pdf>

Q11. What is the 'BETTER' AI about? We have heard about AI, but what is 'BETTER' AI - What is COM-SUR's role in it?

'BETTER' AI is an innovative approach that addresses key limitations of traditional artificial intelligence. Unlike generic AI models that are typically trained on vast but generalized datasets, 'BETTER' AI emphasizes the importance of continuous, site-specific data generation and human-led insights. It builds a smarter, contextually aware AI ecosystem by using real-world, site-specific data, making it better suited to handle the dynamic, nuanced conditions present in real-life environments.

'BETTER' AI incorporates Reinforcement Learning from Human Feedback (RLHF), ensuring that AI models are constantly refined through real-time human feedback loops. This human-in-the-loop approach enhances AI adaptability and accuracy, addressing biases and data limitations present in standard AI training.

COM-SUR plays an instrumental role in achieving 'BETTER' AI. COM-SUR serves as a continuous data generator for AI models, especially in scenarios where specialized, contextual information is needed. By allowing organizations to extract site-specific insights from a wide range of video sources (CCTV, body-worn cameras, dashcams, drones, etc.), COM-SUR provides AI models with an invaluable flow of real-world data, tailored to the unique operational needs of each site.

COM-SUR is designed to work with any type of camera, including legacy systems, which makes it accessible to a broad spectrum of businesses and organizations without requiring advanced AI

hardware or AI-enabled cameras. This feature democratizes AI, allowing even smaller entities to benefit from AI's potential without incurring substantial infrastructure costs.

The DAILY CCTV VIDEO FOOTAGE AUDITING CHART: A Key Component

The DAILY CCTV VIDEO FOOTAGE AUDITING CHART is a tool that is to be used by customers to provide regular, actionable feedback to AI solution providers. By auditing CCTV footage daily, this chart compiles insights that include patterns, anomalies, and behaviors observed across surveillance footage. Each audited day contributes to a progressively refined dataset, allowing AI providers to fine-tune their models in alignment with specific, real-world inputs rather than relying solely on static or synthetic data.

Download our detailed White Paper on the subject from here:

[https://www.comsur.biz/White_Paper_-_Better' AI - Powered By COM-SUR.pdf](https://www.comsur.biz/White_Paper_-_Better_AI_-_Powered_By_COM-SUR.pdf)

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 evincing interest in becoming our Channel Partner, we will send you our standard COM-SUR Channel Partner Agreement for further action. Once we complete this formality, we will send you the following documents:

(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