com sur ™
the missing piece of CCTV

THE FOOTAGE WHISPERER

"SEE WHAT THE CAMERA SAW"

100+ TOPICS - AIRPORTS TO ZOOS

COM-SUR
the missing piece of CCTV

UTILITY VALUE OF COM-SUR™ FOR FILM AND TV STUDIOS

WELCOME

AUDIT HOURS OF FOOTAGE IN MINUTES
FIND OUT HOW COM-SUR WILL HELP

CCTV and other forms of video surveillance are commonly used in film and TV studios world over, but footage is often only reviewed reactively. Our company realized this problem early-on and has developed the world's only CCTV video footage auditing software that encourages daily auditing (hours in minutes) of CCTV footage, filling the gap for a complete "workflow". The software works with existing cameras and VMS, regardless of type/brand, and provides a standardized approach for intelligent incident reporting. Our software also offers exceptional investigative capabilities.

'COM-SUR' – THE WORLD'S ONLY CCTV/OTHER SURVEILLANCE VIDEO FOOTAGE AUDITING, SMART BACKUP, AND STANDARDIZED INTELLIGENT INCIDENT REPORTING SOFTWARE – THE MISSING PIECE OF CCTV/OTHER SURVEILLANCE VIDEO

COM-SUR is the world's only CCTV/surveillance video footage auditing, smart backup, and standardized intelligent incident reporting software that serves as a complete workflow and force multiplier. It helps audit 24 hours of footage in minutes, reduces data size, creates standardized intelligent reports, and delivers business intelligence. COM-SUR helps unlock hidden information in CCTV/surveillance video footage and enables people to gain actionable intelligence, improve homeland security, prevent crime and losses, identify and mitigate threats and hazards, and improve operational efficiency. It empowers people to gain new jobs as CCTV/surveillance video footage auditors and start new businesses of auditing video footage. Like MS Office, COM-SUR is an enabler that makes it easy to work with CCTV and other surveillance cameras in a standardized way, leading to better decision-making. It also offers exceptional investigative capabilities.

HOW COM-SUR SMARTLY REDUCES 'VIDEO' STORAGE SIZE

COM-SUR employs an innovative approach to smartly reduce the amount of video to be audited and consequently the storage size of videos. Regardless of the video's frame rate, COM-SUR captures a single screenshot of the consolidated 'moment' of 'that' one second, when the I, P, and B frames come together. This method significantly reduces data size without sacrificing vital information. It goes without saying that when multiple cameras are displayed in a grid view, say 4x4, the storage size is further reduced since all the cameras are captured as a single image. Since no suggestion is being made to replace the actual video with screenshots, COM-SUR acts as a wonderful supportive technology both to audit (review) just 86400 frames representing 24 hours and reducing the data size at the same time.

CHALLENGES FACED BY FILM AND TV STUDIOS

1. Unauthorized access:

Studios often contain valuable equipment, sets, and intellectual property. Unauthorized access by individuals, whether intentional or accidental, poses a significant security threat.

2. Intellectual property theft:

Studios deal with sensitive and valuable intellectual property, including scripts, unreleased footage, and proprietary technology.

3. Equipment theft and vandalism:

Film and TV studios house expensive equipment, such as cameras, lighting, and sound equipment. Theft and vandalism can disrupt production schedules and result in financial losses.

4. On-set safety:

Safety concerns extend beyond security to include on-set accidents and emergencies. Studios need to implement safety protocols, emergency response plans, and provide proper training to ensure the well-being of cast and crew during filming. Further, incidents involving security breaches or on-set accidents can have public relations implications.

5. Paparazzi and unauthorized photography:

High-profile film and TV productions may attract paparazzi and unauthorized photographers seeking to capture images of celebrities or exclusive content.

6. Unruly fans:

Film and TV studios often face the challenge of fans attempting to get too close to the celebrities present at the location. Fans may be enthusiastic about meeting their favorite actors, musicians, or other personalities associated with the entertainment industry. This poses security and safety concerns for both the celebrities and the fans.

7. Cybersecurity threats:

As studios increasingly rely on digital technologies for content creation, post-production, and distribution, they become susceptible to cybersecurity threats.

8. Public relations and image protection:

Studios need to manage communication effectively, protect their public image, and address any legal or reputational consequences that may arise.

9. Insider threats:

Film and TV studios have to deal with insider threats from disgruntled employees or even unwitting staff who fail to follow proper security and safety measures.

10. Humongous growth of surveillance video:

The exponential growth of surveillance cameras has resulted in an unprecedented surge in surveillance video. Effectively managing this data has become a daunting challenge due to the massive storage capacity required, especially considering the prolonged retention periods necessary for security, incident investigation, or legal purposes. Furthermore, the prevalence of high-resolution video with increasing megapixels compounds the storage demands, making efficient data management an urgent priority for organizations grappling with the immense volume of surveillance footage.

COVID-19 PANDEMIC

The pandemic severely impacted film and TV studios worldwide. Productions faced shutdowns or delays due to safety concerns and lockdown measures, leading to financial challenges for studios. The closure of theatres prompted a shift in distribution strategies, with studios reconsidering traditional release models and embracing digital platforms. Remote work presented challenges in collaboration and post-production, and health and safety protocols became paramount on sets. Independent filmmakers, in particular, encountered financing and distribution obstacles. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

USE OF VIDEO SURVEILLANCE AT FILM AND TV STUDIOS

Most film and TV studios have video surveillance covering the following areas:

- Entry and exit points

- Soundstages and studios

- Equipment storage areas

- Post-production facilities

- Specialized areas like workshops for special effects, costume storage, etc.

- Cafeterias and common areas

- Outdoor areas (including parking lots)

Further, officials who are in charge of film and TV studios analyse recorded CCTV video footage from time to time for post-event analysis, especially in order to identify instances of theft, violence, and/or vandalism as well as assist Police/other Law Enforcement Agencies.

USE OF MOBILE SURVEILLANCE TOWERS

Mobile surveillance towers are deployed in various industries, including film and TV production, for their flexibility, rapid deployment, and effectiveness in providing temporary security coverage. These towers, equipped with cameras, communication systems, and sometimes advanced features like infrared or thermal imaging, offer a versatile solution for monitoring diverse locations, such as film sets, film events, etc. The towers can be quickly set up to address emerging security concerns, act as a visible deterrent, and enable remote monitoring through live video feeds.

Their mobility allows for strategic placement in areas lacking permanent surveillance infrastructure, contributing to enhanced security and rapid response capabilities.

LIVE MONITORING – CHALLENGES

Some high-profile film and TV studios have a dedicated control room with operators, set up for live monitoring of CCTV and other cameras. However, live monitoring comes with its own set of challenges of video blindness, poor attention span, boredom, operator bias, false alerts, and so on. Moreover, these cameras continuously capture and record humungous amounts of video data. It therefore becomes a daunting task for the operators to review and analyse this data whenever the need arises. Thus, it may be noted that benefits from video surveillance systems can accrue only when they are used optimally, suggestions for which are enumerated further on, in this document.

COMPLIANCE - GENERAL

Conformity or compliance in any organization means adherence to laws and/or rules and regulations, various standards, as well as data storage and security requirements as laid down by government bodies, governing bodies of the respective industry, or the management of the organization. When an organization complies with the requirements mandated by government and/or governing bodies, then it is termed as 'regulatory compliance' which enables the organization to run in a legal and safe manner.

COMPLIANCE - AUDITS

Several organizations carry out compliance audits on a regular basis to avoid the potential consequences of non-compliance. A compliance audit examines how well an organization adheres to compliance requirements. Some organizations use video surveillance to monitor compliance issues and audit recorded video footage from time to time for investigating and preventing compliance issues. Auditing video provides actionable insights on the level of compliance within the organization.

AUTOMATED SOFTWARE – WHY THEY WILL NOT WORK IN ISOLATION

In the wake of the Christchurch shooting incident, several high-profile places of worship considered deploying gun detection technology. However, there are concerns about its efficacy, since it may not be able to detect all types of weapons, or the perpetrator could still create damage before being detected.
Similarly, automated systems like video analytics, AI/ML can only detect what they have been programmed for. What about the rest? Again, these technologies are prone to triggering huge amounts of false alarms.
Also, since the permutation combinations of exceptions can be vast and varied, it becomes almost impossible to automate every kind of exception. Facial recognition technology also raises ethical and privacy concerns, and has been found to produce inaccurate results, especially for certain ethnic groups.
Therefore, experts suggest that while automated technologies will continue to grow, human intervention and intelligence will still be necessary to verify alerts and ensure their efficacy.

<u>"CCTV AND OTHER FORMS OF VIDEO SURVEILLANCE ARE NOT ENOUGH – WE MAKE IT WORK FOR YOU"</u>

While it is not being suggested that optimal usage of video surveillance can cure all issues, several issues of the following kind can be addressed by doing just a little 'more' with respect to making the optimal use of video surveillance systems:

- Crowd control issues

- Alcohol and drug use

- Recces/suspicious movements/activities

- Issues related to actors and film/TV crew members

- Accidents and other liabilities

- Operational issues

- Vandalism and hooliganism

- Kidnapping/kidnapping attempts

- Loss/theft

- Health and safety issues

- Staff negligence

- Inattentive staff (e.g. guard sleeping)

- Insider job/security lapses

- Unauthorized/unlawful activities/visitors

- Issues with female staff or actors

- Housekeeping issues

- Cameras/recorder malfunctions

So, what is the 'more' that needs to be done?

1) <u>AUDIT CCTV AND OTHER SURVEILLANCE VIDEO FOOTAGE DAILY AS A STANDARD OPERATING PROCEDURE</u>

'Auditing' means 'seeing' what the cameras 'saw'. Auditing of CCTV and other surveillance video footage should be done daily (continuous investigation) to identify potential issues and threats. Auditing is a dedicated and systematic process that helps address challenges related to live monitoring and alert-based systems. Auditing helps in evaluating analyzing incidents to improve existing policies, procedures, and processes. Concerned personnel should be trained to become video footage auditors, and the audit teams should be rotated to avoid complacency/ collusion. Daily auditing of CCTV and other surveillance video footage can also help in adhering to the principles of Kaizen and TQM for business improvement.

2) <u>DOCUMENT AUDIT FINDINGS/INCIDENTS</u>

Audit findings/incidents should be documented in a standardized template to find the root cause to prevent future recurrences. Historical data of such findings/incidents can reveal patterns that can help take better informed corrective and preventive action. If all film and TV studios report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of all stakeholders of the film and TV industry worldwide.

3) ENSURE DISASTER RECOVERY OF CCTV AND OTHER SURVEILLANCE VIDEO FOOTAGE – LIKE A 'BLACKBOX'

CCTV and other surveillance video footage must be stored at multiple locations in order to ensure that even if the recorder/storage device is stolen, destroyed or tampered with the data is never lost. Further, any backed-up data must easily be searchable and retrievable; else, it is going to be a nightmare finding the relevant video.

4) DISPLAY DYNAMIC INFORMATION AT RELEVANT PLACES

Document and display details of information that is dynamic in nature in relevant areas.
For example:

1. List of authorised crew members on duty in the premises of the film/TV studio.

2. List of authorized security personnel deployed in the premises of the film/TV studio.

3. List of habitual offenders/suspects likely to visit the premises of the film/TV studio.
(a 'Watch out' list).

5) USE A POWERFUL NEW SIGNAGE

"WE AUDIT CCTV VIDEO FOOTAGE EVERYDAY".

One size, one color, one powerful message.
Across the nation.

DE-CENTRALIZED SURVEILLANCE + CENTRALIZED SURVEILLANCE = OPTIMAL RESULTS

Organizations with multiple locations struggle with centralized video surveillance due to infrastructure cost, internet bandwidth, and operator limitations. De-centralized surveillance offers higher accountability at each location and better situational awareness, leading to more chances of discovering exceptions.

CONCLUSION

"You see, but you do not observe" is a quote by Sherlock Holmes in A Scandal in Bohemia (1891, written by Sir Arthur Conan Doyle).
COM-SUR makes 'observation' far effortless and effectual leading to superior results.

"Cameras don't lie" - but how will you know unless you 'see' what the cameras 'saw'?
Audit video - why suffer!

Get award-winning COM-SUR now. Don't wait for things to go wrong!