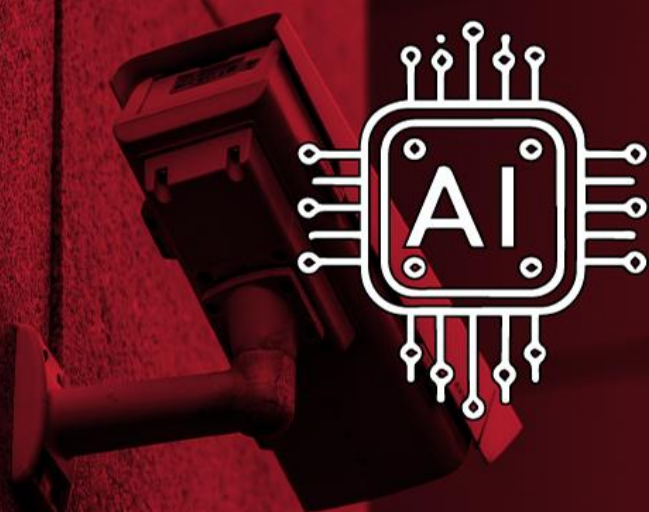




"SEE WHAT THE CAMERA SAW"

THE FOOTAGE WHISPERER



'BETTER' AI VIA DAILY AUDITS NO MORE DATA WALL

100+ TOPICS - AIRPORTS TO ZOOS

GAUTAM D. GORADIA



UTILITY VALUE OF COM-SUR™ FOR RESTAURANTS

WELCOME



AUDIT HOURS OF FOOTAGE IN MINUTES FIND OUT HOW COM-SUR, THE BEST 'MOUSETRAP' WILL HELP

"Seeing is believing - See what the camera saw"

CCTV surveillance is common in restaurants 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 VIDEO FOOTAGE AUDITING, SMART BACKUP, AND STANDARDIZED INTELLIGENT INCIDENT REPORTING SOFTWARE – THE MISSING PIECE OF CCTV

COM-SUR is the world's only CCTV 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 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 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 cameras in a standardized way, leading to better decision-making. It also offers exceptional investigative capabilities.

BETTER AI VIA DAILY AUDITS – NO MORE DATA WALL

COM-SUR delivers 'BETTER' AI by transforming how organizations approach CCTV video

surveillance, auditing, and post-event analysis. By generating a constant stream of real-time, site-specific data—Continuous Frontier Data—COM-SUR ensures that AI systems are never starved for fresh, actionable insights, which is key for building custom models and addressing key challenges like data exhaustion, data walls, and data cascades that often hinder AI from performing at full potential.

A key to making AI more effective lies in continuous learning from real-world incidents through daily and post-event auditing. COM-SUR enables AI models to evolve based on audit findings and incidents that go beyond real-time detection. By auditing daily footage, capturing exceptions, and feeding this data back into AI models, COM-SUR significantly improves the accuracy of AI systems, helping to reduce false alarms and enhance detection capabilities. This continuous feedback loop ensures that AI learns from what might have been missed in real-time, making it smarter and more reliable over time.

By integrating Reinforcement Learning from Human Feedback (RLHF) and Explainable AI (XAI), COM-SUR ensures that AI systems are continuously refined, transparent, responsible, and contextually aware. However, recognizing that AI can only perform tasks it's programmed for, human intelligence and intervention remain essential in verifying and refining AI outcomes. With COM-SUR, businesses can leverage AI as a powerful tool while maintaining human oversight, ensuring more accurate and informed decision-making—ultimately leading to 'BETTER' AI. This not only enhances surveillance but also paves the way for Augmented Intelligence, where AI-driven insights empower human operators while keeping them at the center of decision-making.

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 RESTAURANTS

1. Customer service issues:

Restaurants often grapple with customer service challenges that can impact their reputation and business success. Issues like long wait times, order inaccuracies, and communication lapses can lead to customer dissatisfaction. Maintaining a clean and welcoming environment, addressing staff attitude concerns, handling complaints professionally, being attentive to dietary restrictions, and ensuring transparent billing processes are crucial.

2. Food contamination and other issues:

Restaurants are vulnerable to deliberate or accidental contamination, such as tampering, adulteration, or introduction of harmful substances. This poses risks to public health and

can have severe consequences for businesses.

3. Theft and robbery:

Food products, ingredients, and supplies can be targeted by thieves due to their value and demand. This includes theft of raw materials, finished products, or equipment, as well as robbery of cash during transactions.

4. Compliance issues:

Restaurants are subject to numerous regulations and standards related to food safety, hygiene, labeling, and packaging. Ensuring compliance with these regulations and maintaining proper documentation can be challenging for businesses.

5. Customer altercations:

Incidents involving unruly customers, arguments, or physical altercations can jeopardize the safety of staff and patrons. Further, restaurants that serve alcohol, may face challenges related to alcohol-related incidents, including intoxicated guests, fights, or accidents.

6. Vandalism and graffiti:

Exterior vandalism or graffiti can impact the appearance of a restaurant and create a negative perception.

7. Slip and fall accidents:

Restaurants are vulnerable to slip and fall hazards due to wet floors, uneven surfaces, or inadequate signage.

8. Fire safety:

Restaurants must adhere to fire safety

regulations to prevent fires and ensure the safety of patrons and staff. Issues with faulty equipment, electrical problems, or kitchen fires can pose significant risks.

9. Employee safety and security:

Providing a safe working environment for employees is crucial. Challenges may include incidents of workplace violence, harassment, ergonomic issues, and safety protocols in the kitchen.

10. Compliance with accessibility laws:

Ensuring that the restaurant is accessible to individuals with disabilities and compliant with accessibility laws is essential to avoid legal issues.

11. Insider threats:

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

12. 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.

USE OF VIDEO SURVEILLANCE AT RESTAURANTS

Most restaurants have video surveillance covering the following areas:

- Entry and exit points
- Dining areas
- Cash registers and Point-of-Sale (POS) areas
- Outdoor seating areas
- Kitchen
- Bars
- Hallways and corridors
- Drive-thru lanes
- Wait stations/Order pickup areas
- Storage areas
- Staff rooms
- Parking areas

Further, the concerned stakeholders at restaurants need to review and analyse recorded CCTV video footage from time to time for investigating incidents of slips, falls, other accidents, fights, staff negligence in order to corroborate evidence and avoid any potential lawsuits, as well as assisting Police/Law Enforcement Agencies.

REMOTE VIDEO AUDITING

Some restaurants utilize remote video auditing services as part of their operational and security

management strategies. Remote video auditing involves the use of video surveillance technology to monitor and assess various aspects of restaurant operations, compliance, and performance. Here are ways in which remote video auditing services are commonly applied in the restaurant industry:

1. Operational monitoring:

Remote video auditing allows restaurant owners and managers to remotely monitor day-to-day operations, including kitchen efficiency, service quality, and adherence to operational protocols.

2. Quality control:

Remote video auditing is used to assess the quality of food preparation, presentation, and overall dining experience. This helps maintain consistency and ensures that the restaurant meets its quality standards.

3. Compliance verification:

Remote video auditing is employed to verify compliance with health and safety regulations, food safety protocols, and other industry standards. It provides a visual record that can be reviewed for potential violations.

4. Employee training and evaluation:

Video auditing assists in employee training by providing visual examples of proper procedures and service standards. It can also be used for evaluating employee performance and identifying areas for improvement.

5. Loss prevention and theft detection:

Video auditing helps in preventing and

detecting theft, fraud, or other unauthorized activities and potential security issues within the restaurant.

6. Customer service evaluation:

Restaurants use video auditing to evaluate customer service interactions, assess staff responsiveness, and identify opportunities for improvement in customer satisfaction.

7. Cash handling and transactions:

Monitoring cash handling procedures, POS transactions, and cash register activities through video auditing helps ensure the accuracy of financial transactions and prevents theft.

8. Maintenance and facility management:

Remote video auditing can be used to monitor the condition of equipment, cleanliness of facilities, and general maintenance. It aids in identifying issues that may require attention.

9. Regulatory compliance:

Restaurants use video auditing to demonstrate compliance with industry regulations and address any concerns raised during inspections. The recorded footage serves as a visual record of adherence to standards.

10. Remote management and oversight:

For multi-location restaurant chains, remote video auditing provides centralized oversight, allowing management to monitor and manage multiple locations from a centralized control center.

LIVE MONITORING – CHALLENGES

Some high-profile restaurants have a dedicated control room with operators, set up for live monitoring of CCTV 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 CCTV video footage from time to time for investigating and preventing compliance issues. Auditing CCTV provides actionable insights on the level of compliance within the organization.

“CCTV IS NOT ENOUGH – WE MAKE IT WORK FOR YOU”

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:

- Customer service issues
- Accidents/Causes of potential accidents
- Potential causes of fires
- Housekeeping issues
- Recces/suspicious movements/activities
- Insider job/security lapses
- Unauthorized/unlawful activities/visitors
- Compliance issues
- Health and safety issues
- Fraud/loss/corruption/theft
- Unclaimed/unattended baggage/objects
- Potential food contaminating factors
- Quality assurance issues

- Negligence
- Human rights violations
- Inattentive staff (e.g. guard sleeping)
- Issues with female staff/customers
- Cameras/recorder malfunctions

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

1) AUDIT CCTV VIDEO FOOTAGE DAILY AS A STANDARD OPERATING PROCEDURE

'Auditing' means 'seeing' what the cameras 'saw'. Auditing of CCTV 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 CCTV video footage auditors, and the audit teams should be rotated to avoid complacency/collusion. Daily auditing of CCTV footage can also help in adhering to the principles of Kaizen and TQM for business improvement.

2) DOCUMENT AUDIT FINDINGS/INCIDENTS

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 restaurants report incidents in a standardized template, relevant authorities can derive

business intelligence from the data and take action for the collective benefit of the restaurant industry.

3) ENSURE DISASTER RECOVERY OF CCTV VIDEO FOOTAGE – LIKE A ‘BLACKBOX’.

CCTV video footage must be stored at multiple locations in order to ensure that even if the recorder 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 security personnel deployed at the restaurant.
2. List of authorised staff (with their duty timings and allotted locations) at the restaurant.
3. List of habitual offenders/suspects likely to visit the premises of the restaurant (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.

NEW SKILL – ‘CCTV VIDEO FOOTAGE AUDITOR’

In a groundbreaking move, the Ministry of Skill Development of India has established National Occupational Standards for the crucial skill of CCTV Video Footage Auditing. The Ministry of Education has also introduced a course to teach this skill to students in grades 11 and 12. This initiative will not only create new job opportunities and business ventures for those seeking a fresh career path but also for retirees from both the armed forces and the private sector. Additionally, this skill will help activate the millions of CCTV cameras currently underutilized, bringing them out of 'sleep mode' and enhancing their effectiveness.

CONCLUSION

"You see, but you do not observe"—a famous quote by Sherlock Holmes in A Scandal in Bohemia (1891, by Sir Arthur Conan Doyle)—perfectly illustrates the need for human insight in surveillance. While computers can 'see,' it is human observation that truly interprets and acts on what is seen. COM-SUR simplifies and enhances this critical process, leading to more effective and insightful results.

"Cameras don't lie"—but how will you know unless you 'see' what the cameras 'saw'? Don't wait for things to go wrong. Start auditing your CCTV footage with award-winning COM-SUR today.

In closing, we present three guiding principles that will revolutionize video surveillance:

1. Auditing is fundamental—everything else is peripheral.
2. Cameras have lenses—humans have eyes.
3. Let's make cameras 'accountable.'