



YOU CAN'T STOP WHAT YOU CAN'T SEE

Understanding security cameras: their traditional usage, the risks and complications, and how to extend their power and turn them into a proactive part of your layered security plan.



Cameras, cameras, everywhere... but who's really watching?

We see them everywhere—security cameras—but who is watching? How often are they watching? What can they see? What do they do if they see something?

Let's take a closer look.

Security Cameras: Ubiquitous but Unchanged

When we speak to clients, industry experts, and security professionals, we hear the same issues regarding security cameras:

- Reactive use
- Not monitored actively
- Too many cameras per guard / SRO to monitor accurately
- Hard to spot issues in poor lighting, low contrast, or crowds

Forensics Are Fine, But They Don't Save Lives

Using security footage AFTER an event has taken place is good for solving crimes and detailing investigations—but it doesn't STOP an event before it happens or provide proactive situational awareness.

A survey of more than 120 video surveillance and security integrators revealed that **less 1% of all surveillance video is watched live.**

Source: <https://ipvm.com/reports/live-video-monitoring-usage-statistics>



How Many Cameras Can A Human Eye Actively and Accurately Watch?

In a municipal setting, it's been reported that there are 30,000+ cameras with only two officers assigned to monitor them.

"Our Command Center has access to all 2,300 cameras but just spot checks. Maybe 16 at a time."

Most of the time perimeter or "unimportant" cameras are pushed to a rarely checked screen or moved out of rotation.



A gun may only cross the field of a surveillance camera for a few seconds.

Trying To Spot Too Many Things

In addition to trying to spot active shooter or other gun violence threats, most surveillance and security teams are tasked with monitoring for several other incidents, including vandalism, shoplifting, and fights.

Most security officers are not trained to spot guns.



Vandalism

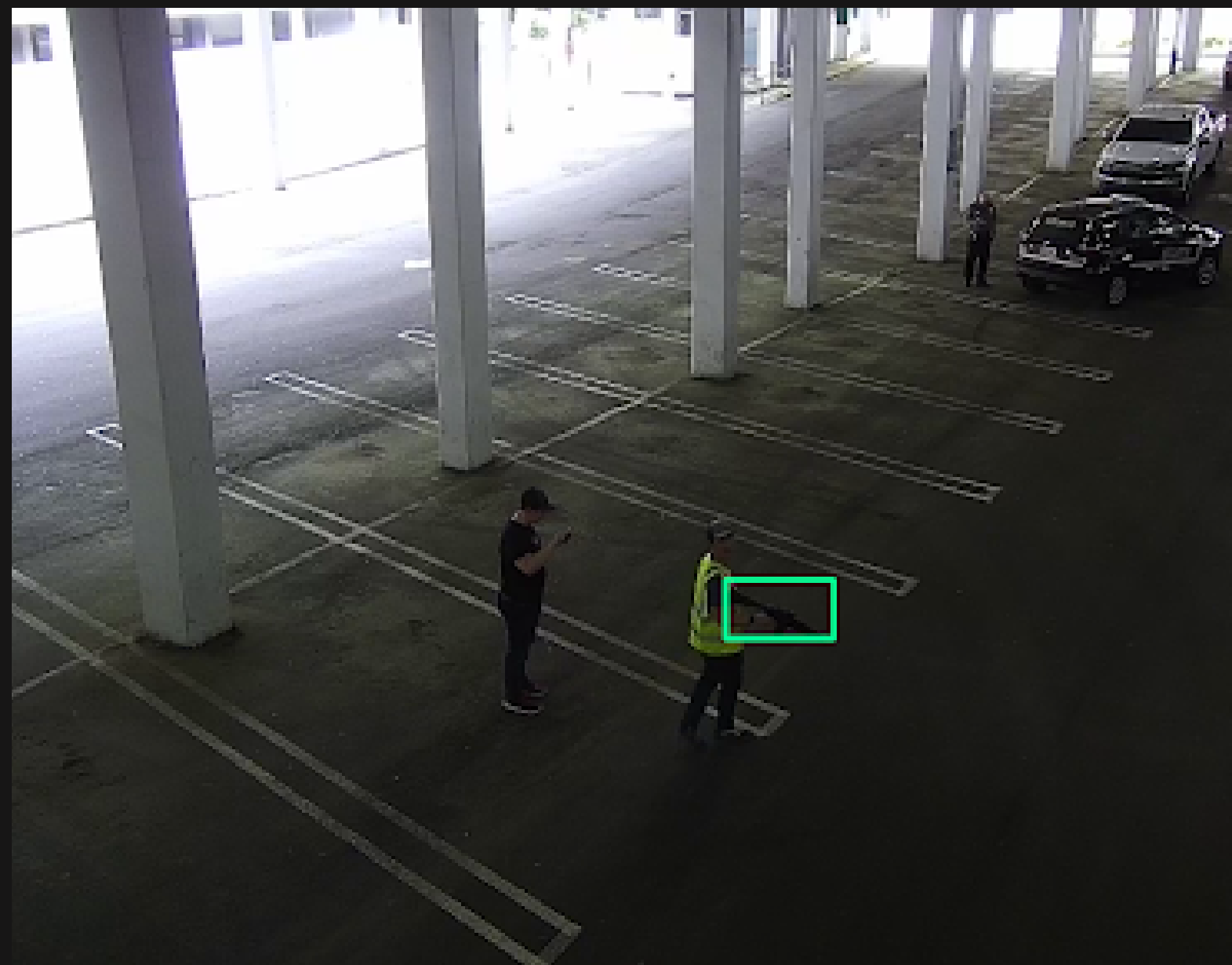
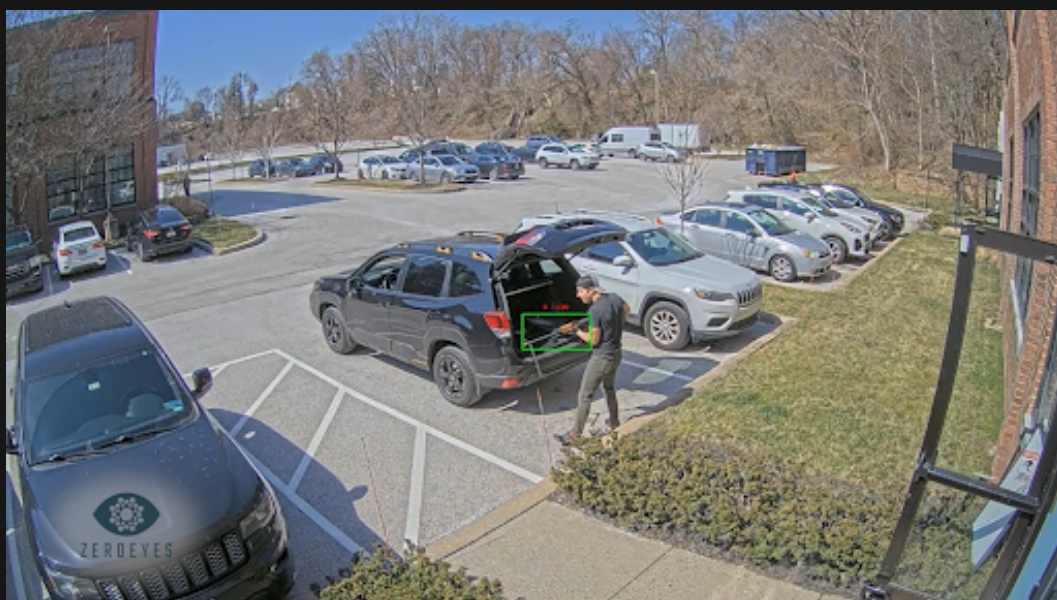


Shoplifting




Fights

Other Issues Detecting Firearms





NO: ONE PERSON
GENDER: MAN  ZEROEYES™
AGE GROUP: YOUNG MAN
ETHNICITY: CAUCASIAN
HUMAN BODY PART: HUMAN FACE
TIME: 167 S
DETECTION: 63621 POINTS
POS (X/Y/Z): 1322 / 856 / 21

Bias In Human Monitoring

Bias can occur for several reasons including:

- Skin color
- Clothing style
- Gender
- Religion or nationality perception
- Behavior or movement patterns
- Facial expressions

False Positives

False positives have several negative consequences, such as:

- Causing panic to people on premise
- Alarming loved ones or others who are notified during the chaos
- Long-term anxiety for people in a perceived dangerous situation
- Action by authorities
- Misuse of resources
- Looting or theft during chaos
- Injuries while fleeing
- Mistaken identity of a “potential threat”



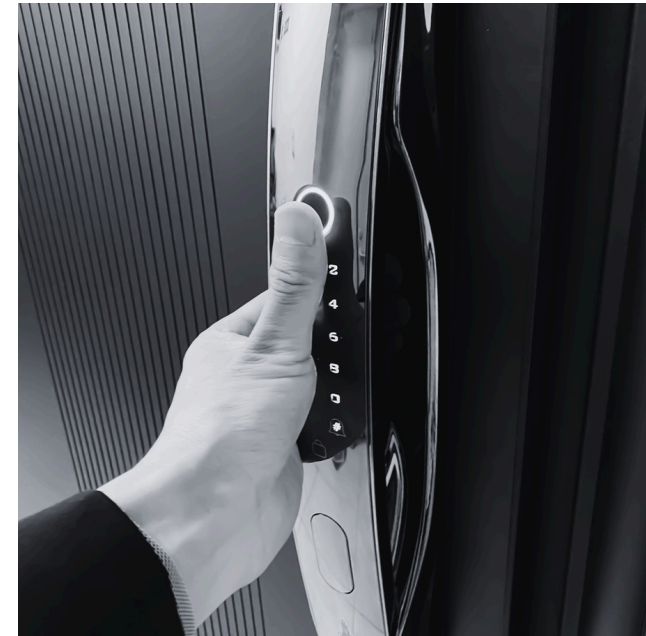
Common Security Measures



Security Guards & SROS



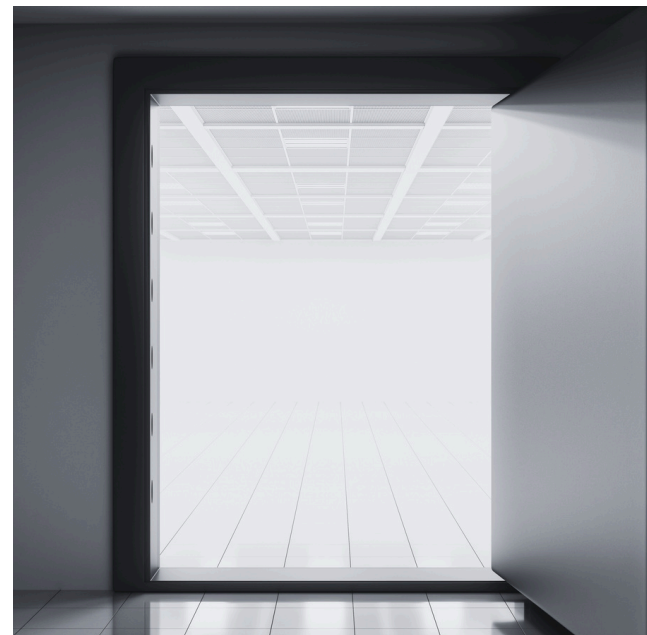
Metal Detectors



Biometrics, Keypad Entry,
Keycards



Bulletproof Glass



Panic rooms, Hardened
Areas



Alarm/Alert Systems



Social Media Monitoring



Searches

More Cameras = More Security? Not According to Research.



Increasing the number of cameras alone is not enough to increase safety.

Atlanta is the most surveilled city in the United States per capita, with a ratio of 124.14 cameras per 1,000 people but also still in the top 10 cities on the Crime Index in the country.





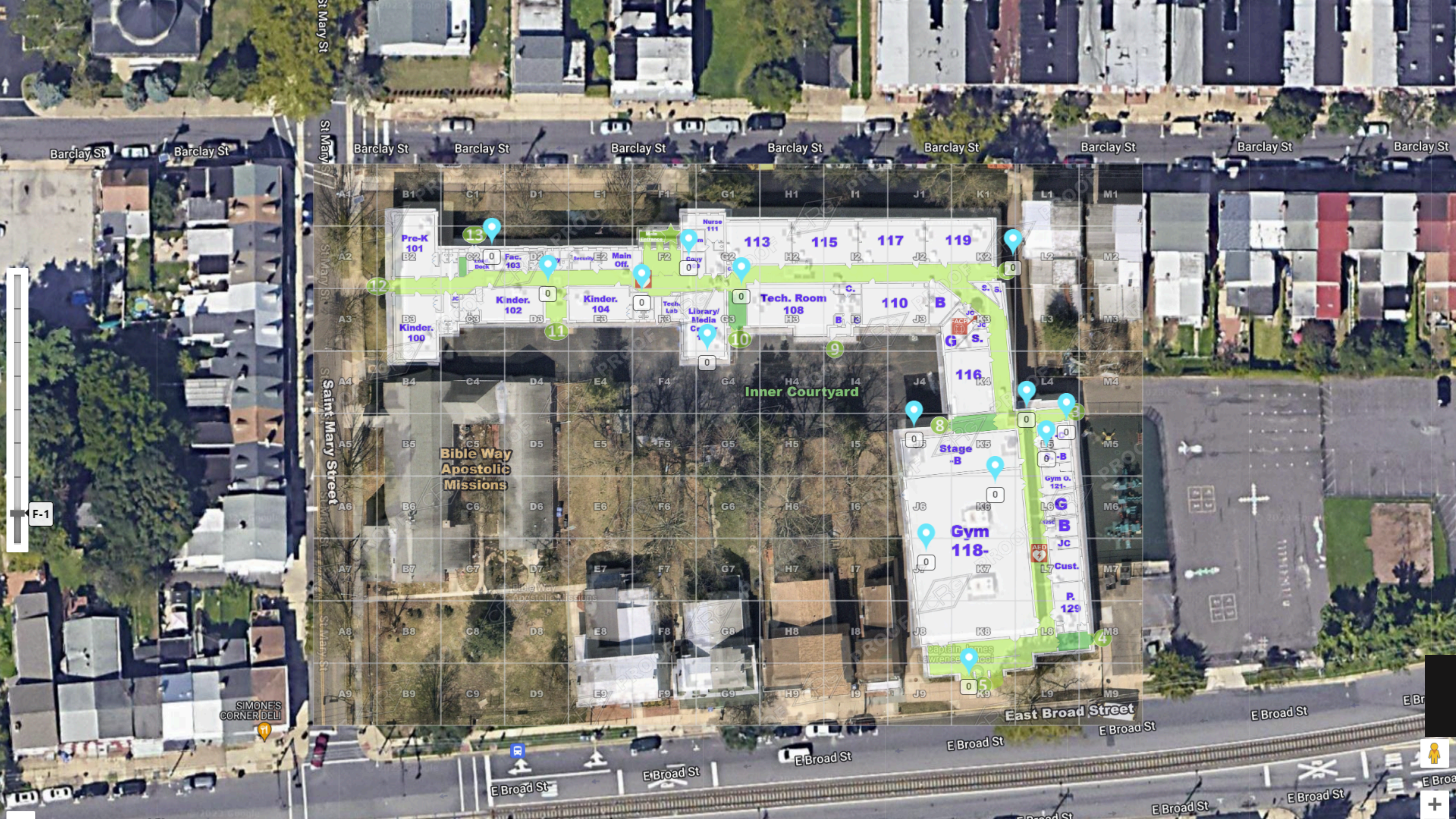
This Is What A Typical Security Monitoring Room Sees.

Can you spot a gun?

ZeroEyes
FirstSight Platform
Demonstration Video

Rancocas Valley Regional High School, Mount Holly NJ

Active Shooter drills with 60+ officers responding



St Mary St

Barclay St

Barclay St

Barclay St

Barclay St

Barclay St

Barclay St

Barclay St

Barclay St

Barclay St

Barclay St

Pre-K 101

Kinder. 102

Kinder. 104

113

115

117

119

Tech. Room 108

110

116

Gym 118-

Bible Way
Apostolic
Missions

Inner Courtyard

Stage -B

Gym O. 121-

Cust. 129

Captain James Lawrence Pool

East Broad Street

E Broad St

E Broad St

E Broad St

E Broad St

E Broad St

E Broad St

E Broad St

E Broad St

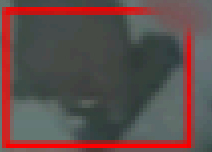
F-1

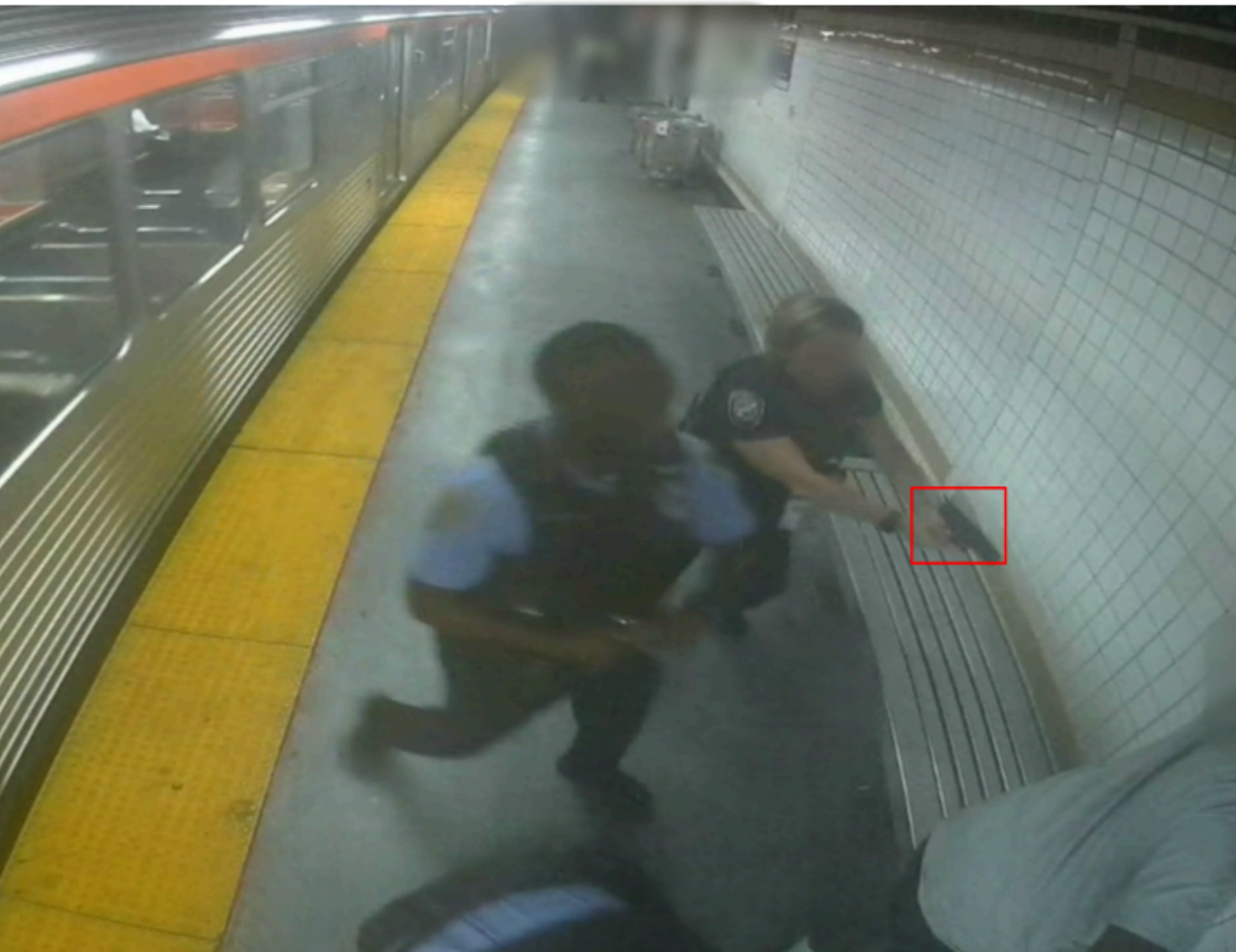
SIMONE'S
CORNER DELI



E Broa







ZeroEyes AI Gun Detection

24 / 7 / 365

ZeroEyes Operations Centers and AI are working every hour of every day of the year and are staffed by military and law enforcement trained professionals.

On Existing Cameras

If you've got digital cameras, chances are we can work with them. We support various brands and models to ensure maximum coverage.

Accurate AI

Our AI lab ensures our software is trained on a variety of gun types, in different weather and lighting conditions, and in a variety of settings and crowds.