



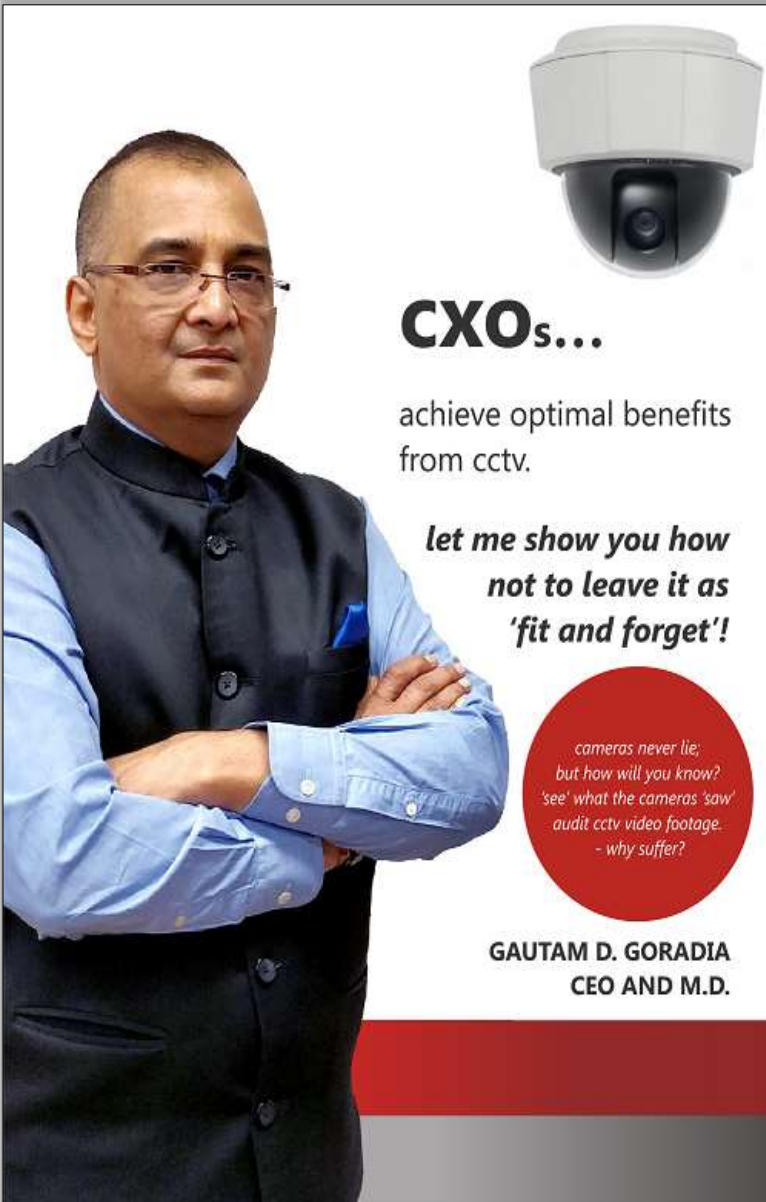
COMTM SUR

the missing piece of CCTV

COM-SURTM EMPOWERS PEOPLE TO ACHIEVE
OPTIMAL OUTCOMES FROM SURVEILLANCE VIDEO,
LEADING TO A SAFER WORLD.

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.



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) 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?

Live surveillance has many challenges including video blindness, poor operator attention span, bias, and so on. Auditing on the other hand is a very dedicated and systematic process which provides a far better chance of discovering exceptions missed during live surveillance. 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 the data size reduction and bandwidth.

Data size:

https://www.comsur.biz/CCTV_Video_Data_Size_Reduction_-_The_COM-SUR_way_-_Template_no.3.8.pdf

Bandwidth:

https://comsur.biz/Bandwidth_requirements_for_transfer_of_COM-SUR_screenshots_-_Template_no.3.18.pdf

Q 8: 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 9: 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 10: 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.

Q 11: 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 12: What are the system requirements for running COM-SUR?

Link:

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

Ask us these questions during an online session:

Q 1: We can playback the DVR/NVR/VMS. How is COM-SUR different?

Q 2: Some customers have hundreds/thousands of cameras. How can they audit so many cameras?

Q 3: For the software to capture screenshots continuously, the computer needs to be kept on 24/7/365.

Q 4: Some organizations are not allowed to keep their monitors on to save electricity. In this case, how will COM-SUR capture screenshots?

Q 5: What would happen if the computer on which COM-SUR is installed, itself gets stolen or is destroyed?

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: 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's are the next steps?

1) Study COM-SUR's website. The website is divided into 9 sections, each containing valuable information. Please click on each section and study the 'learn more' sections. Expected time: 60 minutes.

2) Watch the videos under the WORKING tab. These videos provide an overview of COM-SUR and how it works. Expected time: 30 minutes.

3) Read at least three white papers available under the USE CASES section of the website. While it's a good idea to read all the white papers, please read any three that seem most important to you at this time. Expected time: 30 minutes per white paper.

4) Download, install, and evaluate the free COM-SUR "HOME" version available under the DOWNLOADS tab. Study the user manual available under the same tab. Expected time: 120 minutes.

5) Read the notes on the Overview of COM-SUR and Benefits of COM-SUR for Police /LEA/Defense available under the DOWNLOADS tab. Expected time: 15 minutes per note.

6) Review the Suggested CCTV Signage and Daily CCTV Video Footage Auditing Chart available under the DOWNLOADS tab. Expected time: 30 minutes.

7) Study the Daily Incidents and their MIS available under the DOWNLOADS tab. Try out the various filters on both tabs. Study COM-SUR's Standardized Intelligent Incident Reporting template. Expected time: 60 minutes for an overview.

8) Read the document highlighting the challenges of AI, ML, FR, and the value of Augmented Intelligence available under the DOWNLOADS tab. Expected time: 15 minutes per article.

9) Read the Comparative Study that brings out a case for COM-SUR as a supportive tool to a VMS, and other technologies like VA, AI, ML, etc. Expected time: 20 minutes.

[https://www.comsur.biz/COM-SUR -
_Comparison with a VMS, VA, AI, ML -
Template no. 13.1.pdf](https://www.comsur.biz/COM-SUR-_Comparison_with_a_VMS,_VA,_AI,_ML_-_Template_no._13.1.pdf)

Once you write to us at cp@comsur.biz that all of the above have been completed, we will be pleased to send you the setup files (trial version) for COM-SUR 'ULTIMA' (highest version) and 'RIP-IT', a video frame extraction tool built by us along with a link to the videos that will explain the working.

Thank you. We look forward to onboarding yourselves as a COM-SUR Channel Partner.