



comTM
sur

the missing piece of CCTV

**THE
FOOTAGE
WHISPERER**

**"SEE WHAT THE
CAMERA SAW"**

100+ TOPICS - AIRPORTS TO ZOOS



UTILITY VALUE OF
COM-SUR™ FOR
CELEBRITY HOMES

WELCOME



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

CCTV surveillance is common in celebrity homes 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.

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 AT CELEBRITY HOMES

1. Unauthorized access and intrusions:

Celebrity homes are vulnerable to unauthorized access and intrusions by fans, paparazzi, or individuals with malicious intent. Intruders may attempt to breach security perimeters or gain access to private areas.

2. Social engineering attacks:

Celebrity homes may be targeted by social engineering attacks, where individuals pose as service personnel, delivery personnel, or others to gain access to the property.

3. Information security and privacy concerns:

High-profile individuals are often at risk of having personal information, including home addresses and daily routines, exposed.

This information may be exploited by malicious actors, leading to security breaches or privacy violations.

4. Kidnapping and extortion threats:

Celebrities may face threats of kidnapping or extortion, where individuals attempt to exploit their public image for financial gain.

5. Property vandalism and damage:

Celebrities may experience property vandalism, damage, or defacement by individuals seeking attention or expressing negative sentiments.

6. Public gatherings and disturbances:

Public gatherings or disturbances near celebrity homes can pose safety risks. Fans, protestors, or unauthorized events can lead to security challenges, requiring coordination with local law enforcement.

7. Travel security concerns:

When celebrities travel, their homes may become vulnerable. Security measures should include the protection of residences during periods of absence, as well as secure transportation arrangements.

8. Burglary and theft:

Miscreants may target celebrity homes to steal valuables, cash, or other belongings.

9. Fire and safety hazards:

Fire hazards and safety concerns can pose significant challenges. Faulty wiring, lack of proper fire safety equipment, or non-compliance with safety regulations can increase the risk of fires or accidents.

10. Community disputes and conflict:

Some celebrity homes involve shared spaces and common areas, which can lead to conflicts among residents over issues such as noise, parking, or common area usage.

11. Insider threats:

Celebrities have to deal with insider threats from disgruntled employees/rogue security guards 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.

COVID-19 PANDEMIC

The pandemic significantly impacted celebrity homes worldwide. There was a reassessment of security measures as celebrities spent more time at home, engaged in remote work, and faced challenges in maintaining anonymity. Changes in travel patterns, cancellations of high-profile events, and the use of masks added complexity to security considerations for celebrities. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

USE OF VIDEO SURVEILLANCE AT CELEBRITY HOMES

Most celebrity homes have video surveillance covering the following areas:

- Entrances and exits
- Public spaces within the celebrity home
- Home office or workspaces
- Outdoor areas such as gardens and landscaped spaces
- Parking areas
- Perimeter of the facility

In some cases, CCTV cameras are installed to monitor children (and their nannies /caretakers) and/or elderly parents/relatives and/or pets. Usually, these CCTV cameras are connected to the internet and the live video feed from the same can be accessed from any computer or mobile device.

Further, the staff managing the celebrity home generally need to review and analyse recorded CCTV video footage from time to time for investigating incidents and/or accidents, and other issues in order to corroborate evidence as well as assist Police/Law Enforcement Agencies.

LIVE MONITORING – CHALLENGES

Several celebrity homes 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.

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.

“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:

- Recces/suspicious movements/activities
- Insider job/security lapses

- Unauthorized/unlawful activities/visitors
- Accidents/Causes of potential accidents
- Potential causes of fires
- Loss/theft
- Intrusions, especially by animals
- Kidnappings/kidnapping attempts
- Inattentive staff (e.g. guard sleeping)
- Unruly fans/paparazzi/visitors/outside workers /security guards
- Parking issues
- Encroachment of space/unauthorised construction/renovation activities
- Unclaimed/unattended objects
- Health and safety issues
- Instances of women and child abuse
- Issues relating to the elderly residents
- 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 the staff managing the celebrity homes report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of all celebrity homes.

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 daily workers (domestic maids, housekeeping staff, newspaper boys etc.).

2. List of authorized security personnel deployed at the celebrity home.

3. List of habitual offenders/suspects likely to visit the premises of the celebrity home (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 CCTV - why suffer!

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