

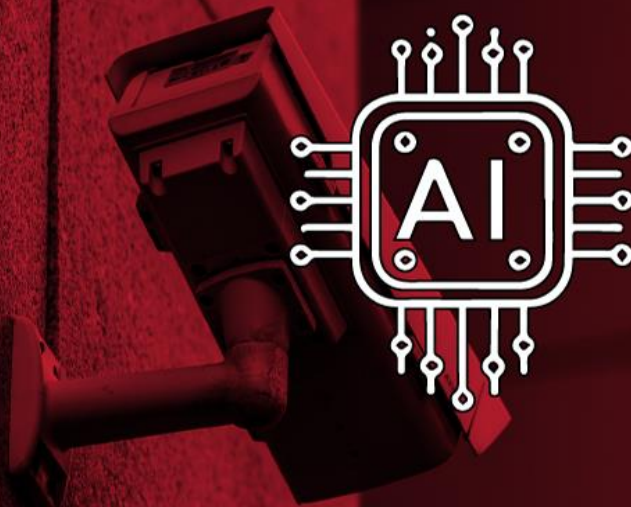


GET THE BOOK



"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
WEDDINGS

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 and other forms of video surveillance are commonly used in weddings 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.

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 AT WEDDINGS

1. Uninvited guests:

Wedding crashers or uninvited guests can pose security risks by disrupting the event, causing disturbances, or even stealing valuables.

2. Theft and vandalism:

Valuables such as jewellery, cash, gifts, decorations, and equipment are susceptible to theft or vandalism during weddings.

3. Personal safety concerns:

Large gatherings at weddings can increase the risk of accidents, medical emergencies, or altercations among guests.

4. Kidnapping and abduction:

Children and teenage girls can potentially be vulnerable to kidnapping or abduction at weddings, especially in crowded and chaotic environments where supervision may be less strict. Wedding venues often have a large number of guests, providing opportunities for strangers to blend in and exploit vulnerabilities.

5. Venue security:

Wedding venues may face security challenges related to access control, perimeter security, and emergency preparedness.

6. VIP protection:

Weddings with high-profile attendees or speakers may require additional security measures for VIP protection. This includes close protection details, secure transportation arrangements, and secure areas for VIPs.

7. Alcohol abuse:

Weddings with alcohol service may face challenges related to alcohol abuse and intoxication.

8. Terrorism and other threats:

Weddings are potential targets for terrorism or other threats. Perpetrators often conduct pre-operational surveillance of the target area, making it important to detect suspicious activity during this phase to prevent an incident.

9. Protests and demonstrations:

In some cases, weddings may attract protests or demonstrations, which can pose security challenges.

10. Lost and found Items:

Managing lost and found items during weddings can be a logistical challenge.

11. Vendor and contractor security:

Weddings often involve various vendors and contractors. Ensuring that these entities adhere to security protocols, conducting background checks when necessary, and monitoring their activities contribute to overall event security.

12. Insider threats:

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

13. 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 WEDDINGS

Most venues hosting weddings have video surveillance covering the following areas:

- Entry and exit points
- Reception desks/Check-in areas
- Main event spaces (banquet halls, reception areas, dance floors etc.)
- Backstage areas
- Technical equipment rooms
- Food and beverage areas
- Outdoor areas (including parking lots)

Further, officials who are in charge of wedding events 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 DRONES TO MONITOR WEDDINGS

Drones are increasingly utilized to enhance security, surveillance, and overall event management at weddings. Here are several ways in which drones are used to monitor weddings:

1. Aerial footage:

Drones equipped with high-definition cameras capture stunning aerial footage of the wedding venue and surrounding areas. This footage provides a unique perspective and adds cinematic quality to wedding videos. Further, aerial footage can be used by wedding planners for post-event analysis, marketing, and planning future events. This visual data offers valuable insights into crowd behavior, logistics, and overall event dynamics.

2. Venue overview:

Drones provide an overview of the entire wedding venue, including the ceremony and reception areas, as well as any outdoor spaces. This allows couples and wedding planners to visualize the layout and design of the event space.

3. Candid shots:

Drones can capture candid shots of the wedding party, guests, and activities from above. These shots offer a bird's-eye view of special moments such as the bride and groom's entrance, first dance etc.

4. Decor and details:

Drones can zoom in to capture intricate details of the wedding decor, including floral arrangements, table settings, and lighting installations. This helps showcase the aesthetic elements of the event and preserve memories of the decorations.

5. Real-time monitoring:

Drones provide real-time monitoring of outdoor events, allowing wedding planners and organizers to oversee proceedings from a remote location. They can monitor guest arrivals, parking areas, and any outdoor activities to ensure everything is running smoothly.

6. Monitoring VIP areas:

Drones are employed to monitor areas designated for VIPs or high-profile attendees, enhancing overall security in these specific zones.

7. Incident documentation:

Drones capture high-resolution images and videos, serving as valuable documentation tools in the event of incidents or security breaches. This visual data can be crucial for post-event analysis and investigations.

8. Vendor compliance:

Drones assist in monitoring vendor areas and ensuring compliance with event regulations. This includes verifying setups, confirming safety measures, and addressing any non-compliance issues.

9. Fire safety inspections:

Drones equipped with thermal cameras can conduct aerial inspections to identify potential fire hazards and assess the effectiveness of fire safety measures.

USE OF MOBILE SURVEILLANCE UNITS TO MONITOR WEDDINGS

Mobile surveillance units deployed to monitor weddings typically consist of portable cameras, often mounted on tripods or other stabilizing equipment, that can be easily moved and positioned throughout the venue as needed. These units may include high-definition cameras capable of capturing clear footage in various lighting conditions, allowing for comprehensive coverage of the event. Overall, these units offer wedding planners and couples a flexible and effective solution for enhancing security and capturing memorable moments during weddings.

LIVE MONITORING – CHALLENGES

Some venues hosting weddings 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.

“CCTV AND OTHER FORMS OF VIDEO SURVEILLANCE ARE 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:

- Unauthorized/unlawful activities/visitors
- Crowd control issues
- Alcohol and drug use
- Recces/suspicious movements/activities
- VIP issues
- 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
- Issues with female guests or staff
- Compliance issues
- Housekeeping issues
- Cameras/recorder malfunctions

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

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

'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) 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 wedding planners 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 wedding 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 VIPs for high-profile weddings.
2. List of officials on duty at the wedding venue.
3. List of authorized security personnel deployed at the wedding venue.
4. List of habitual offenders/suspects likely to visit the wedding venue (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.'