

IC Realtime Focuses on AI, Analytics in New Surveillance Solutions at ISC West

IC Realtime shows AI video search platform, dealer portal & new surveillance camera with on-board analytics and fully custom, weather proof NEMA enclosures

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[/EINPresswire.com/](http://EINPresswire.com/) -- IC Realtime, a leader in digital surveillance and security technology is introducing a new surveillance camera with on-board analytics to provide traffic metrics for business owners at ISC West 2018. IC Realtime will also show off Ella, the video search solution that augments surveillance systems with fast and reliable search via natural language, and the recently announced Ella dealer portal.

The new 3 Mega Pixel, IP-based surveillance camera (Model: ICIP-3128-3D) is ideal for retail installations and features a dual lens, dual camera design to differentiate between flat 2D objects and 3D people. When mounted towards the entrance of a retail environment, the ICIP-3128-3D leverages advanced stereo vision algorithms to provide people counting metrics back to the business owner that can influence important decisions on store layout and products displays.

Metrics available to business owners through the installation of the ICIP-3128-3D by an IC Realtime dealer include heat mapping which provides an immediate visual summary of information collected by the camera on the most popular or heavily trafficked areas of the retail environment. Additionally, the ICIP-3128-3D surveillance camera can be used to provide metrics on how many patrons entered or exited a certain boundary within a certain amount of time with 98% accuracy.

“Heat mapping and people counting analytics helps retail environments analyze which areas of the sales floor catch the attention of patrons, which areas are neglected and identify ideal locations for products to potentially increase sales,” said Matt Sailor, CEO for IC Realtime. “This new model, the ICIP-3128-3D surveillance camera, is a simple install that can help our dealers and installers align sales with data and create more effective retail environments for their customers.”



At ISC West, IC Realtime will also showcase custom, weather-proof NEMA enclosures that the company manufactures for customers. These environmentally rated electrical enclosures can be customized by IC Realtime to fit any size job or include any number of add on including battery backup, cellular connections, or solar power.

For a demonstration of the Ella video search solution or Ella dealer portal or for more information on the ICIP-3128-3D surveillance camera with on-board analytics or custom NEMA enclosures from IC Realtime, please visit booth 28091 at ISC West 2018.

For more information about IC Realtime please visit <http://www.icrealtime.com>.

About IC Realtime

Established in 2006, IC Realtime is a leading digital surveillance manufacturer serving the residential, commercial government, and military security markets. With an expansive product portfolio of surveillance solutions, IC Realtime innovates, distributes, and supports global video technology. Through a partnership with technology platform Camio, ICR created Ella, a cloud-based deep learning solution that augments surveillance cameras with natural language search capabilities. IC Realtime is revolutionizing video search functionality for the entire industry. IC Realtime is part of parent company IC Real Tech, formed in 2014 with headquarters in the US and Europe. Learn more at <http://icrealtime.com>

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