

# Hashplay launches live video feeds analysis extension for Immersive Data platform

*Dubbed EAST (Entity Anonymous Safety Tracking), this is the only GDPR compliant solution that turns surveillance videos into useful data.*

SAN FRANCISCO, CALIFORNIA, UNITED STATES, November 29, 2018 /EINPresswire.com/ -- With EAST, organizations can access critical information from live video footage such as people and vehicle count, patterns, and potential threats.

Behind the scene, the AI-powered data engine is trained to detect people, vehicles as well as recognize safety issues such as workers wearing helmets or safety vests.



Immersive Data - EAST

Hashplay Founder & CEO Jan-Philipp Mohr said: "The addition of EAST to Hashplay's Immersive Data platform provides security and safety for companies with mission critical operations like oil and gas, shopping malls or operators of public spaces."

Managers and executives who don't have an engineering or data science background can now get to the story behind their operational data through an intuitive interface.

"You can see people and vehicle flow within the spatial context - mirrored in a VR/AR digital twin, or in a browser," Mr Mohr said.

Digital twin - digital replica of physical asset - is gaining traction in the business world. Gartner predicted that "by 2021, half of large industrial companies will use [digital twins](#), resulting in those organizations gaining a 10% improvement in effectiveness."

Hashplay Co-founder & CTO Ingo Nadler said that although digital twin as a concept has been around for decades, recent advancements in AI and Internet of Things have sped up adoption.

"Our Immersive Data platform overcomes the comprehension gap found with traditional 2D data analysis tools by embedding real-time geospatial context in 3D data models," he said.

In other words, Hashplay's Immersive Data translates operational data into a context-driven computer game which is a digital twin.

Jan Schlüter - Hashplay Co-founder & COO said: "We take the gamification approach to data science because it combines the power of smart algorithms and human's natural visual processing capabilities in a useful manner."

“The EAST extension follows the same idea. Managers can immerse themselves in the story behind their operational data in real-time, identify patterns and perform what-if analysis,” he added.

With large clients across different industries in the US and Europe, Hashplay aims to turn Immersive Data into the computer vision basis for business operations.

For more information about Hashplay’s Immersive Data, visit the [product page](#).  
For more information about EAST extension, refer to the [factsheet](#).

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About Hashplay

Founded in San Francisco in 2015, Hashplay’s mission is to decode the world into useful information. The company’s product Immersive Data is an AI-powered data story-building platform that helps executives make sense of complex systems in real time. The patented Immersive Data engine enables intuitive interaction with the story through a 360-degree or holographic environment. Among Hashplays customers are Airbus, City of Berlin, MAN, PwC. Hashplay has raised 1.3m\$ from Seed Stage investors both from the US and Europe.

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