

## Aimetis Corporation: Recipient of the 2008 Global Video Analytics Product Innovation of the Year Award

2008



Aimetis Corporation is the recipient of the 2008 Frost & Sullivan Award for Product Innovation in the Global Video Analytics Market. The award is in recognition of the company's strategic product development efforts for Aimetis Symphony™ software and its ability to provide a highly reliable and technologically innovative analytics solution to its end-users.

### **Aimetis Symphony™ - A Total Solution**

Aimetis Symphony™ helps address real world business challenges to cultivate and harbor migration from analog video to intelligent network video environments, helping drive demand for security and business intelligence applications. The product is an open, standards-based combined video management and video analytics platform. The inclusion of exceptional video analytics capabilities, allows it to alleviate key industry challenges such as high false alarm rates, costly installation and maintenance issues. In that regard, the software exhibits a viable platform for end-users that demand a complete intelligent software solution.

### **Competitive Product Technology Innovation**

The Aimetis Symphony™ software is unique in that it offers a single software solution, exceptional reliability, a robust and scalable IT infrastructure with unparalleled reporting capabilities to assist end-users make more informed business decisions. As a total analytics and video management software, Aimetis Symphony™ not only alleviates the medium of utilizing a third-party video management system (VMS), but it also increases capabilities of the analytics technology. Whereas analytics software integrated with a third-party VMS utilizes only 10 percent of the technology's capabilities, Aimetis Symphony™ expands its potential with intelligent driven features such as alarm management, live-view options, smart-search through recorded video, performance tracking, site maps, and event driven timelines. Dynamic features such as these, solidifies the software as a top performer in a challenging environment.

Reliability and scalability are two other critical components that the Aimetis Symphony™ software exhibits. The software not only produces very low false alarm rate activity during even harsh weather environments, but it incorporates an outstanding scalable infrastructure to accommodate demand for IT and security professionals. In that regard, some of the key software features include Microsoft® Active Directory, Server Virtualization, and Server Farm Configuration. Aimetis Symphony™ also incorporates a flexible licensing model, which allows end-users to mix and match various editions of the software on the same server. This is a very unique approach. Instead of the software license being tied to the camera, it is linked with the MAC address of the server. This approach allows software licenses to be interchanged between multiple cameras enabling greater operational efficiencies. With its advanced intelligent video surveillance capabilities and exceptional performance, the Aimetis Symphony™ delivers a high level of customer satisfaction.

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## Proven Excellence - Various Applications

The proven success of Aimetis Symphony™ is demonstrated by its use across several vertical markets for a wide-range of applications. End-users include transit authorities, municipal governments, retail chains, educational institutions, construction and industrial sites, and more.

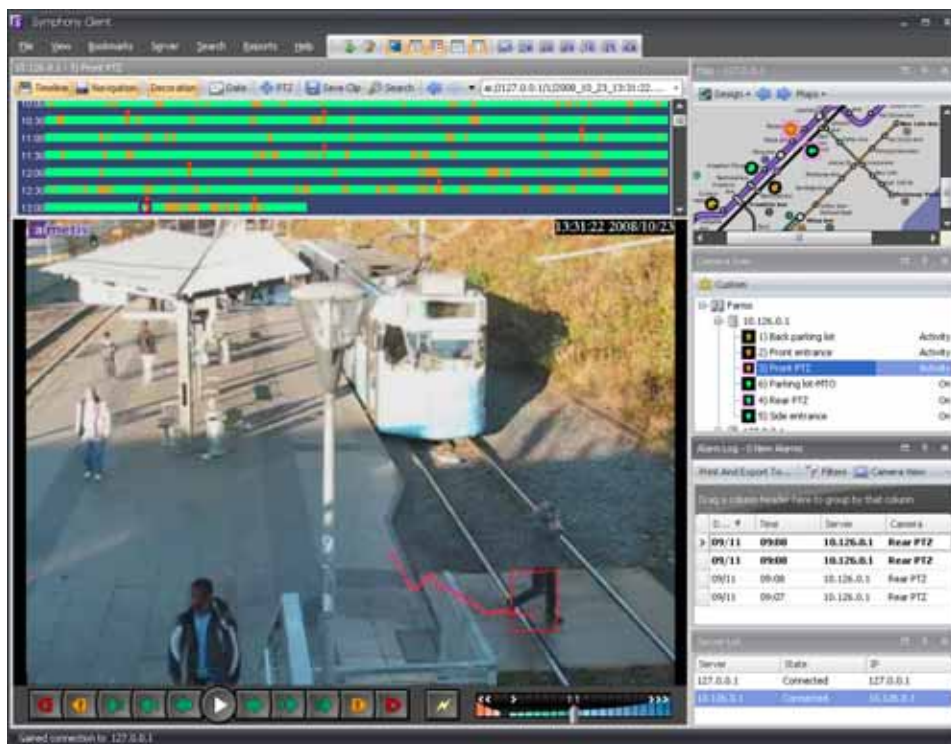
Transit applications include using the software for detecting people on railway tracks and identifying peak travel times and locations. Municipal governments are using the software to identify loitering and vandalism on municipal property and to monitor and manage queues at service desks. Retail applications include counting people entering a store and measuring traffic flow patterns by aisle or display. Educational institutions are using Aimetis Symphony™ to increase overall school security, while construction and industrial sites are using it to reduce theft of materials and improve quality control.

The successful application of the software to these disparate needs of high profile end-users including Stockholm Lokaltrafik, London Metropolitan Police, 2006 FIFA World Cup and Florida Department of Transportation has added credibility to Aimetis and to Aimetis Symphony™ in the highly competitive market.

## Conclusion

Aimetis' forward looking product strategy reflects the futuristic vision of the company which is based on solving customer needs. Aimetis Symphony™ clearly is focused on solving the problems of its customers, which is exemplified by its use across several vertical markets for a wide-range of applications. In view of the above, Frost & Sullivan is proud to present Aimetis with the 2008 Frost & Sullivan Award for Product Innovation in the World Video Analytics Market.

### *Aimetis Symphony intuitive user interface.*



## Award Description:

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

## Research Methodology:

To choose a recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

## Measurement Criteria:

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in its industry
- Competitive advantage of new product(s) in its industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)

