



Lumada Video Insights

Gain New Insights for Business, Operations and Safety

SOLUTION PROFILE

Thanks to computer vision and machine learning, video is now one of the greatest data opportunities to provide rich insights and real-time awareness and enhance business, operations and safety. The use of video to gain intelligence is exploding. In fact, venture capitalist investments in computer vision increased from \$240 million in 2015 to \$2.5 billion in 2018, according to CB Insights¹. And the AI Index Report notes that accuracy of image labeling surpassed human accuracy in 2015². However, although video data is incredibly valuable, it is a difficult type of data to manage due to its high volume and speeds.

Lumada Video Insights from Hitachi provides an end-to-end internet of things (IoT) solution for video data capture, analysis, blending, management and storage, so you can attain the insights you need to reach the outcomes you seek.



¹ [cbinsights.com/research/game-changers-computer-vision](https://www.cbinsights.com/research/game-changers-computer-vision)

² cdn.aiindex.org/2018/AI_Index_2018_Annual_Report.pdf

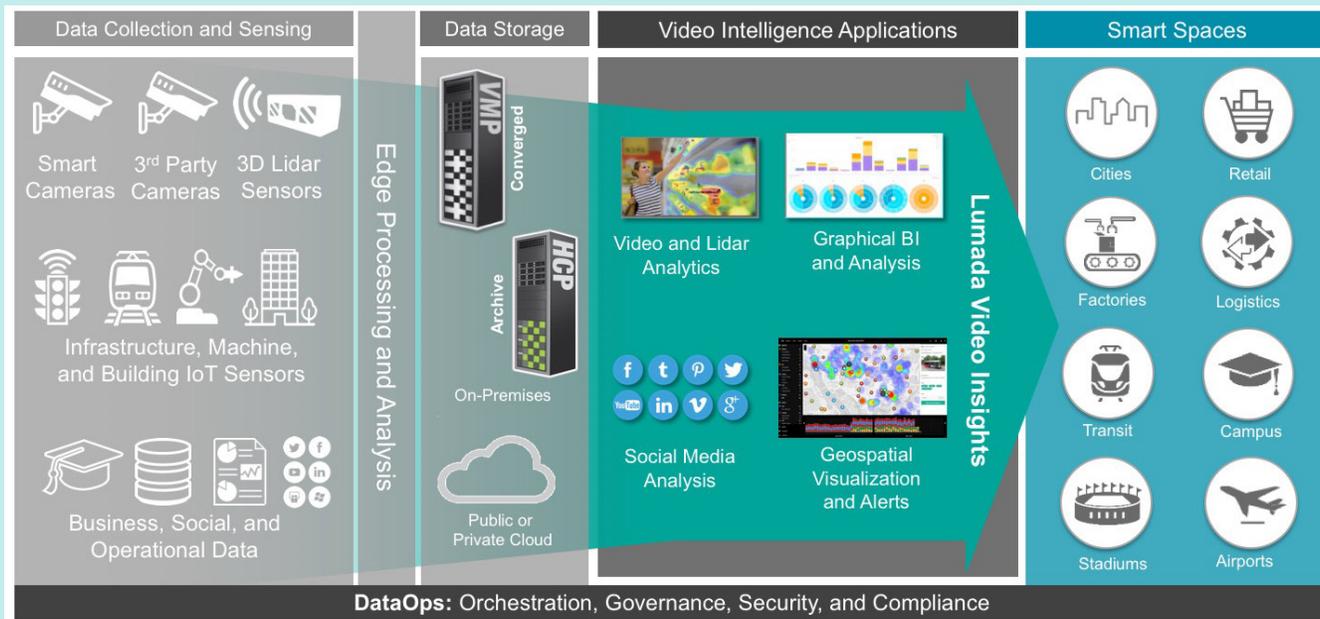
Smart Spaces Are Booming Across Industries and Geographies

The spaces we live, work and play in need to be safe, sustainable and effective. Therefore, the organizations that operate them need to operate efficiently and have business intelligence to respond to our needs and thrive. They must also be able to prevent safety incidents, or respond effectively when they happen. Smart spaces leverage data-driven approaches to improving these aspects, but how can they acquire the insights they need to become “smart”?

Lumada Video Insights Delivers Video Intelligence for Smart Spaces

Businesses want to capture data about their physical spaces, customer behavior, machine movements and more. Video is a top-tier data type, already nearly ubiquitous throughout cities, facilities, campuses, stores, airports and factories, but it is often only being utilized to a fraction of its potential.

Lumada Video Insights provides the solution these organizations require to transform this data into business, operational and safety intelligence. With it, organizations can gather new data through smart cameras, 3D lidar sensors and edge gateways, and integrate existing sources of data Hitachi services. They can also store and manage this data without degradation or losses through built-for-video converged infrastructure. This data can be transformed into insights through video analytics, data visualization and blending with other IoT and business data for comprehensive intelligence.



Lumada Video Insights: A comprehensive portfolio to enable smart spaces.

An End-to-End Video Intelligence Solution To Deliver Smart Spaces

Video Analytics Transform Video Into Insights and Alerts

Video analytics leverage computer vision and machine learning to count people and analyze traffic, parking and activity. They alert for long queues or intrusions, recognize VIPs or known violent offenders, protect privacy and more.

Enhance customer experience, improve operations and ensure safety with insights and alerts from video analytics.

3D Lidar Sensing for Granular, GDPR*-Compliant Insights

Lidar is similar to sonar, but instead of sound it emits pulses of lasers. It creates a 3D point cloud that is analyzed to deliver movement, sizing, counting and behavioral data, even in sensitive areas like hospitals, offices and schools.

Gain granular, continuous 3D intelligence for public or sensitive areas.

Geospatial and Graphical Data Visualization, Alerts and Analysis

See all your data on a single pane of glass, with unlimited layers of objects, buildings, vehicles, cameras, IoT sensors and statistical information. Also gain the ability to see alerts, and slice and dice your data in graphical form.

Find correlations, causations and real-time incidents for a truly data-driven operation.

Data Integration, Blending and Analytics for Comprehensive Intelligence

Lumada Video Insights delivers the ability to combine multiple types of data from IoT sensors, video, enterprise resource planning (ERP) and other business data. It also offers the analytics required to find correlations and causations that lead to smarter decisions.

Make data-driven decisions based on holistic intelligence, full visibility and reduced siloes.

Open Source Social Media Intelligence and Awareness

Social media is a more important communication channel than ever. Leverage social media geofencing and analysis to better understand social media sentiment in your smart spaces, along with early warnings for dangerous activities or crimes on the premises.

Don't miss the social conversation happening about your company or spaces.

Video Management System Upgrade and Integration

While providing Hitachi Video Management Software (HVMS), Hitachi also integrates disparate video management software. In this way, we provide a "system of systems" for organizations seeking a simplified experience and holistic view of their video data in one place.

Simplify video management and unify your visibility.

*GDPR= the EU General Data Protection Regulation

Hitachi: A Global Leader in Smart Spaces and Video Intelligence

Hitachi is a trusted innovation partner for companies, governments and organizations around the world. With over 100 years of expertise in operational technology (OT) and information technology (IT), and over \$2.8 billion invested in R&D annually, Hitachi delivers innovation to our customers and partners. With Lumada Video Insights, Hitachi brings significant capabilities and experience to the table.

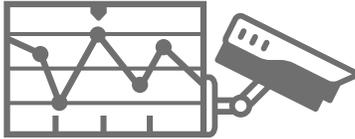
- Expertise globally and in a variety of environments.
- Technology portfolio of end-to-end video, IoT, data management and data-driven solutions.
- Strong partner network to extend capabilities.
- Advanced global R&D capabilities.

Social Innovation is our driving corporate mission: to deliver technologies, solutions and innovations that benefit society. Let's create a better future together.



Next Steps

How can you get started? Learn more about the potential of video data and how you can transform it into valuable intelligence, especially in combination with other IoT and business information.



Learn more about [Hitachi Smart Spaces](#) and how they can help improve your operations, customer experience and safety.

Get a better understanding of what [Hitachi Video Analytics](#) can do to transform your video data into insights and real-time alerts.

Unify your video, IoT and business data with [Hitachi Visualization Suite](#) and analyze information geospatially and graphically.

Manage your video data with [converged solutions](#) for the unique requirements of video.



[Learn more](#) about Lumada solutions for digital innovation and how they can be shaped to serve your business needs.



Hitachi Vantara at a Glance

Your data is the key to new revenue, better customer experiences and lower costs. With technology and expertise, Hitachi Vantara drives data to meaningful outcomes.

Hitachi Vantara

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SP-286-A BTD May 2019