

Artificial intelligence-powered video analytics platform

Real-time safety and security event detection, video-based business analytics, and customer satisfaction monitoring solution.

Macula is an advanced real-time safety and security video analytics platform designed to run on edge devices or to process all video streams on servers. Macula is fully GDPR compliant.

Addressable business needs

safe environment for your employees and customers

Macula helps detect various safety and health scenarios such as falls, injuries, people outside the permitted zones, breaches of safety regulations, dangerous situations for your employees, or suspicious people. Macula can also monitor health and hygiene regulations.

analysis of customer movement and behavior

After connecting your existing cameras, Macula continuously monitors the number of customers and their movement. From this data, it creates heat maps, diagrams, and other analytical reports. As a result, it provides accurate but anonymized information about your customers' behavior - which part of the store they go to or what they are looking for most often—all fully compliant with GDPR. Optimizing store layout and product placement is a breeze, thanks to Macula.

extracting information from multimedia content

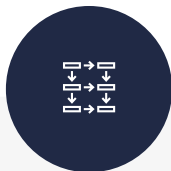
Extract a wide range of metadata from different types of video content easily and conveniently. For example, Macula makes it much easier to describe movies, shows, and videos. The platform detects actors, automatically recognizes genres and also recommends similar content. Easily select the most exciting scenes from a movie or sports match that your clients will enjoy.

Key benefits



real-time people tracking and behavior understanding

Time to action reduced to seconds.



ability to process multiple streams in parallel

No more security neglect, early warning system in place.



streamlining the video analytics process

Automation of video processing workflow.



visualization and explanation of the issues detected

Keeping decision-makers in charge.

Main technical features

- modular architecture**
We can customize the platform easily such that it detects the issues you are looking for.
- on-premise, cloud or hosted options**
The platform can be integrated with various 3rd party systems through an extensive API.
- extensible problem detection system**
We designed a large number of detectors specialized in different types of behavior and environment.
- easy connection to your existing cameras**
Directly utilizing your existing hardware, or provisioning of compatible hardware.
- easy-to-use REST API**
The platform can be accessed by other systems easily.

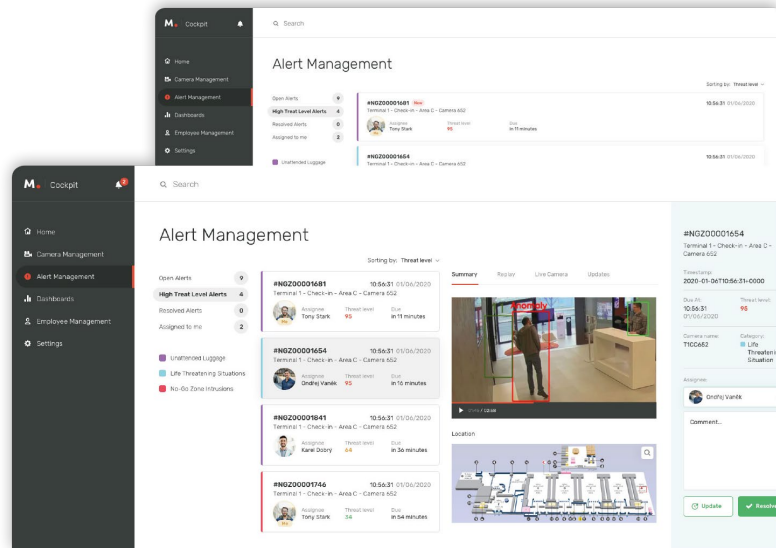
How we deploy Macula



Case study

DETECTING ANOMALOUS BEHAVIOR IN A BANK BRANCH

Safety and security of both employees and customers is one of the focus points of bank branch managers. We connected Macula to existing security cameras capturing the space of the bank branch from differing angles. We let Macula to detect anomalous movements of customers. Security analysts were providing feedback about detection and continuously taught Macula to detect desired situations. The resulting solutions allowed the bank security to work on other tasks while notifying them about possible security and safety issues at the bank.



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