StrataVision

STRATA SOLUTIONS

StrataVision Re-Identification Technology

Mapping Journeys, Protecting Privacy

StrataVision's patented re-identification (Re-ID) technology is a powerful yet privacy-conscious tool that helps businesses map customer journeys across video cameras. It offers an innovative way to monitor movements and patterns while ensuring privacy is protected.

Output

The system generates data files that summarize people and their movements. These files can be used for further analysis without storing or sharing the video footage itself.

How It Works

Step 1: Detecting People

- **Video Input**
  The system processes MP4 video files using secure on-site servers.
- **Virtual Zones**
  Areas like lines or shapes are set up on the video to function as triggers. Whenever a person crosses one of these zones, the system detects them.

Step 2: Assigning an ID

- **Feature Snapshot**
  A bounding box is created for each person that enters a camera view. By using every pixel in that bounding box, an attribute vector is generated. When any person enters a camera view, a new ID is created.
- **No Biometrics**
  These vectors contain no biometric data and cannot be reverse engineered into identifiable images, ensuring compliance with privacy standards.

Step 3: Following Movement

- **Single-Camera Observation**
  The system follows the person as they move within a single camera's view, keeping its ID consistent.
- **Multi-Camera Observation**
  If the person appears in other camera views, the system compares its vector value across feeds to confirm it's the same person.

Why It Matters

Protects Privacy

- StrataVision's technology is designed to avoid personal identification—it's about understanding movement and patterns, not individuals.

Accurate and Reliable

- The system recognizes people with a high level of confidence, making it ideal for detailed analysis.

Secure and On-Site

- Everything is processed locally on your servers, keeping sensitive data safe.

Works Across Many Uses

- Whether you're analyzing shoppers in a store, monitoring crowds at events, or optimizing your labour strategy, this technology adapts to your needs.

Real-World Benefits

Retail

Understand customer movement, pinpoint high-traffic areas, and analyze zone-specific dwell times—all while protecting privacy.

Commercial Properties

Improve visitor and tenant experiences, enhance security, and streamline operations by following movement across camera zones.

Event Management

Optimize booth performance, monitor crowd flow, and demonstrate the value of your event with actionable insights.

Public Spaces

Analyze how spaces are used and improve overall management.

Why StrataVision?

StrataVision makes journey analysis smarter and safer. Our technology provides businesses with the insights they need without sacrificing privacy. It's easy to use, flexible, and built for today's security and operational challenges.

Get Started

Ready to take the next step? Contact StrataVision to see how our Re-ID technology can help you monitor what matters most—securely and efficiently.

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