

iView deals winning hand for casino security

Company provides integrated suite of security and surveillance software for multiple vertical markets

In a casino, tens of thousands of people walk in front of surveillance cameras every day, so it's nearly impossible for security personnel to manually tell if a "person of interest" is on the premises. In the past, they'd have to scan through thousands of individual mug shots, with no quick way to cross-reference race, gender or physical characteristics. As a result, it was difficult to know if someone in one of those mug shots — a good guy, bad guy, VIP, prostitute or contractor — had entered the premises.

"Mug shots are pretty useless now," says James Moore, vice-president of iView Systems based in Oakville, Ont., with offices in Las Vegas. "We automate that process."

The company was created in 2002 to deliver a vendor-agnostic integrated suite of security and surveillance software platforms, including incident reporting, visitor management and dispatch, to manage risk through the rapid identification of individuals. Its core product, the iTrak system, provides a centralized modular platform for inter-departmental investigations.

Using Genetec's licence plate recognition technology, cameras scan and read every licence plate of every car that drives onto the parking lot, and facial recognition software links facial images to profiles of persons of interest. The system then alerts the appropriate security officer at a command and control centre, so they can intercept the individual before he enters the facility or gets to the gaming tables.

"In some of our key markets such as gaming we manage the trespasses or self-exclusions of individuals in our platform, whereby we evict somebody from a physical location or ban them from the property," says Moore. This includes physically removing them for disorderly behaviour, violence or criminal activity, or as a self-exclusion, meaning that an individual with a gambling addiction voluntarily agrees not to enter the facilities. The system processes the entire self-exclusion for the patron, documenting the waiver of rights, their photo and their enrolment into the licence plate and facial recognition systems.



IVIEW SYSTEMS FACTS

Number of employees: 20

How long in business:
Since 2002

Sectors served:
Corporate, gaming, healthcare, nonprofit, transport and financial
Area of operation: North America, Australia, New Zealand, Macau, South Africa, United Arab Emirates

Michelle Austin, Marketing Communications and James Moore, vice-president, iView Systems based in Oakville, Ont.

its primary focus and, according to Moore, "pretty much owns the strip" in Las Vegas. It has key casino customers worldwide in North America, Australia, New Zealand and Macau. The platform is customizable out of the box for multiple markets, such as financial, health care, nonprofit and other verticals. Corporate security, for example, may have to deal with a disgruntled ex-employee or a husband with a restraining order posing as a contractor to stalk his estranged wife. "We can change the core industry based on different types of reporting in terms of activity types and workflow between different departments," says Moore.

In the past, organizations typically had five or more security systems that didn't communicate or share information. Reducing risk across those systems was next to impossible, said Moore, since you'd have to print out reports from one system and cross-

check names in another. And, in the analogue world, when a security incident occurred, you'd have to login to the network video system and sift through hours of footage to find the needle in the haystack.

The iView platform was designed to plug in core incident reporting components and overlay visitor management and other tools such as licence plate recognition to isolate individuals and see their entire history with an organization. "We integrate into multiple third-party video systems so that if an event occurs, you can write incident reports in the system and launch the video viewer by time and date, and pull the video or images directly," says Moore.

Linking into a PeopleSoft HR system, for instance, allows security personnel to search an employee database where terminations have been automatically cascaded into one system, from access cards to visitor management. It also sets up hierarchies for different alerts and alarms, and overdue dispatches automatically pop up on a pre-configured basis.

iView works with most major manufacturers, such as Genetec's Omnicast platform and American Dynamics Intellex line of digital video recorders. It's now working with Proximex, whose platform provides a visual overlay of a physical building, integrating all alarms and security systems. If an alarm goes off, Proximex shows that information on its visual interface, and iView can link in and prioritize those types of alarms. "That's where we see this going in terms of integrated systems," says Moore.

From a loss prevention perspective, iView is able to quantify dollar values associated with security incidents, such as lawsuits, property damage and vandalism. "By being able to associate a dollar value with different types of events, we can now justify the existence of security loss prevention departments, investigations and the overhead that goes with it," said Moore. Payback is typically from four to 11 months.

Vawn Himmelsbach is a Toronto-based freelance writer. ■