

# AvidBeam Profile

Dec. 2017

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# Executive Summary



- AvidBeam developed a scalable Video AI toolset that upload, process and analyze thousands of videos efficiently in real-time to extract real-time intelligence information in the blink of an eye
- AvidBeam serves a wide variety of industries including Automotive, Retail, Surveillance, and Manufacturing.
- Featured in the largest online portal on video surveillance and analytics (**IPVM.com**). "Ex-Intel Led Team Launches Big Data Video Analytics Startup" <https://ipvm.com/reports/avidbeam-overview>
- Picked as **top 20 surveillance solution** providers in the world by CIO Magazine in 2016. [http://video-surveillance.cioreview.com/vendor/2016/avidbeam technologies](http://video-surveillance.cioreview.com/vendor/2016/avidbeam_technologies)
- Established sales channels in the US, China, UAE, Europe & Middle East.
- Executed **four projects with Intel** on video optimization, video Big Data analytics, Network Function Virtualization with DCG, SSG and IOTG organizations
- Healthy potential pipeline of customers includes US consumers project in collaboration with a US marketing agency, **big automotive equipment vendors in Europe & US**, cloud service providers in China, security authority in Singapore, technology parks, malls in Middle East.
- We are a strategic partner, a preferred vendor and on **Intel Network Builders** list.



# AvidBeam at a Glance



- Established in late 2014
- Mostly ex Tech-Giant Intel Corp who understands computer vision, cloud, Big Data and product delivery
- Young & fully diverse team with average age ~28 , ~ 50% male to female ratio and over 75% with postgraduate degrees
- Perfect tools for automatic video annotation scaling on the cloud with unique value proposition
- Recognized by CIO Review in 2016, 2017 list for the 20 most promising Big Data Startups



# A Global Need for Fast Video Processing & Analytics



- More than 80% of the Global IP traffic is Video based
- Video is commonly collected across many verticals
- A fortune of video data is out there on public & private data centers
- Solutions today lack real-time processing of video content automatically on the cloud
- Solutions today cannot scale to cope with the amount of video content generated on daily basis



**Medical**



**Social**



**Sports**



**E-Learning**



**Auto**



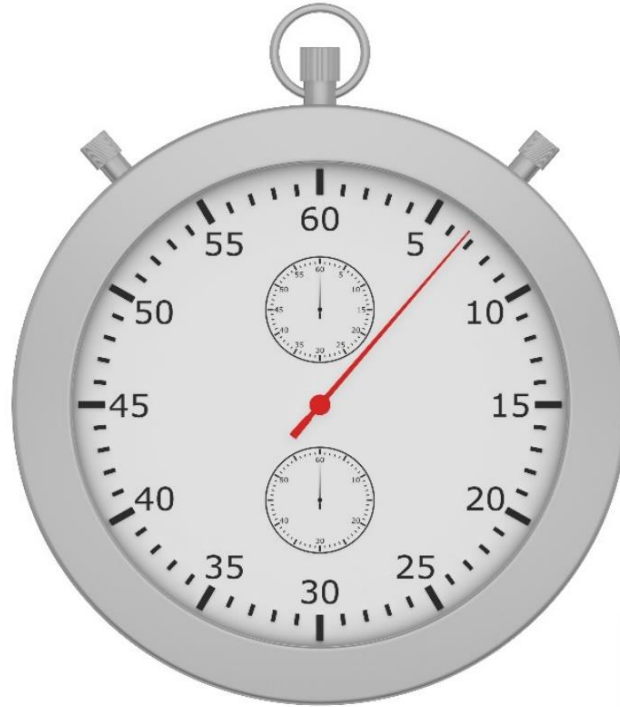
**Surveillance**



**Marketing & Advertisement**

Much of the World's data is now Visual, and there is a need for dedicated Video Processing Data Centers to efficiently process and analyze videos

# Fast Video Processing & Analytics Challenges



Massive volume

Time consuming

Unstructured video data → complex processing



# AvidBeam Scalable Video AI Toolset



Saving Video Processing Time



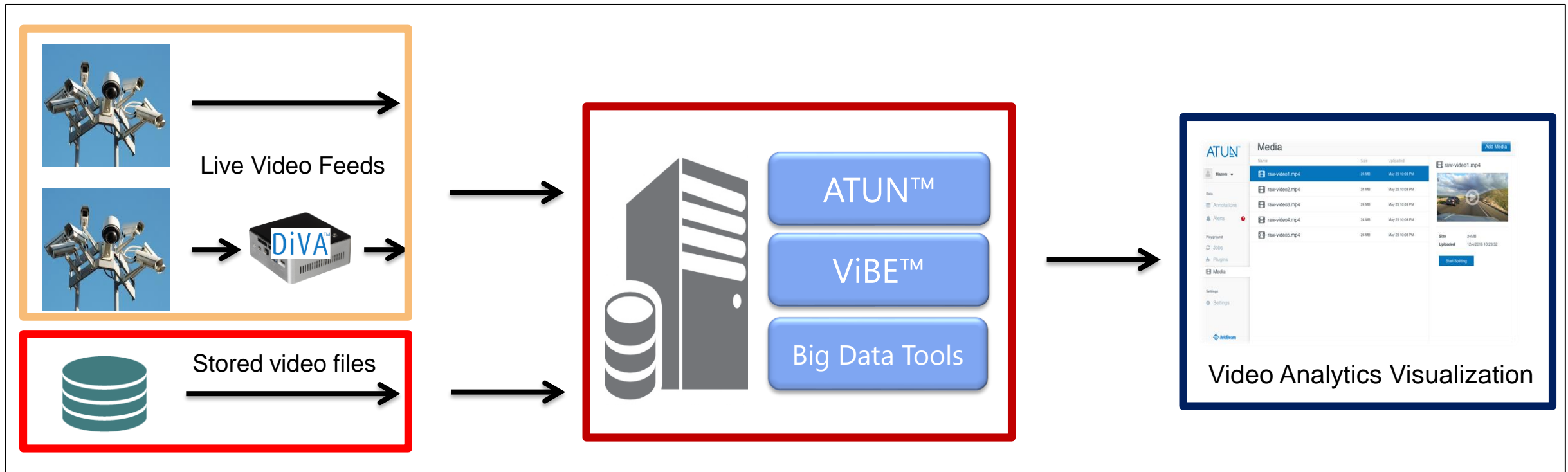
Saving Hardware Resources



Saving Total Cost of Ownership

Upload, Process, and analyze thousands of videos efficiently in real-time to extract real-time intelligence information in the blink of an eye

# AvidBeam Video AI Toolset Landscape



**DiVA™**

A Smart Bitrate optimizer solution

**ATUN™**

A Scalable Video Big-Data Analytics Platform

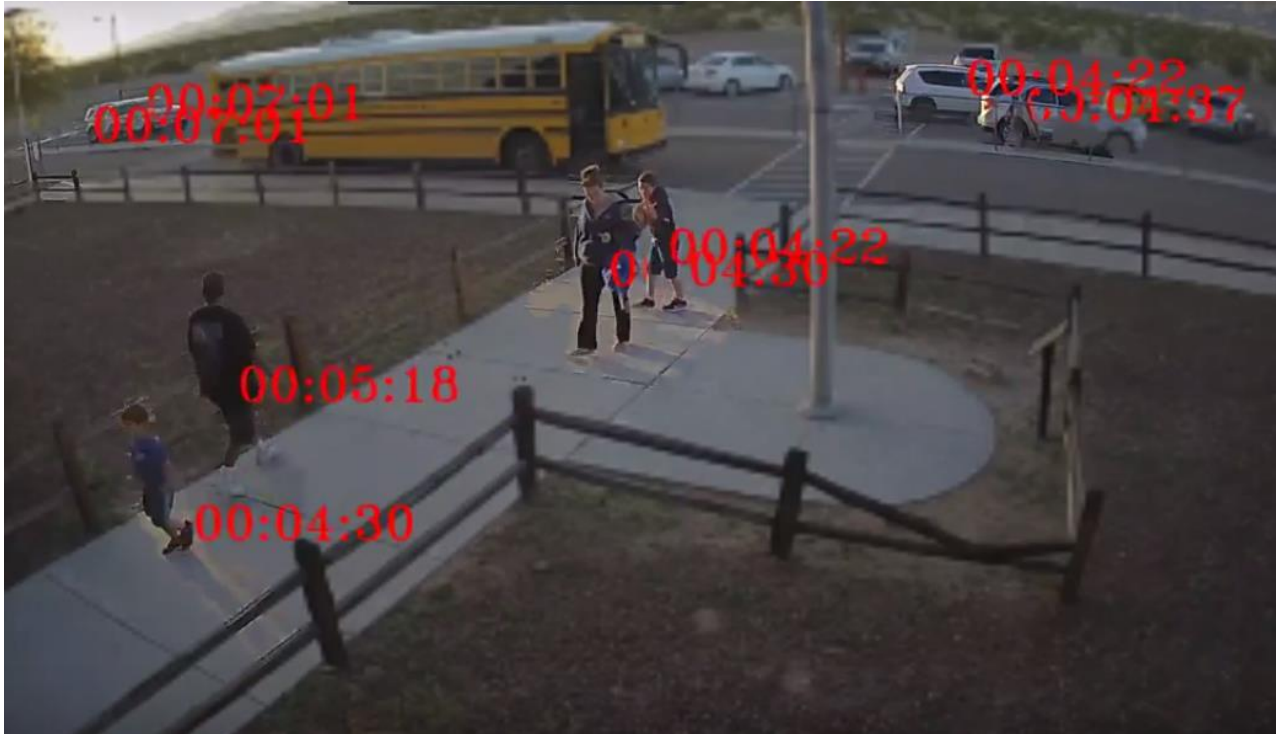
**ViBE™**

Diversified set of computer vision/AI algorithms for Video tagging & annotation



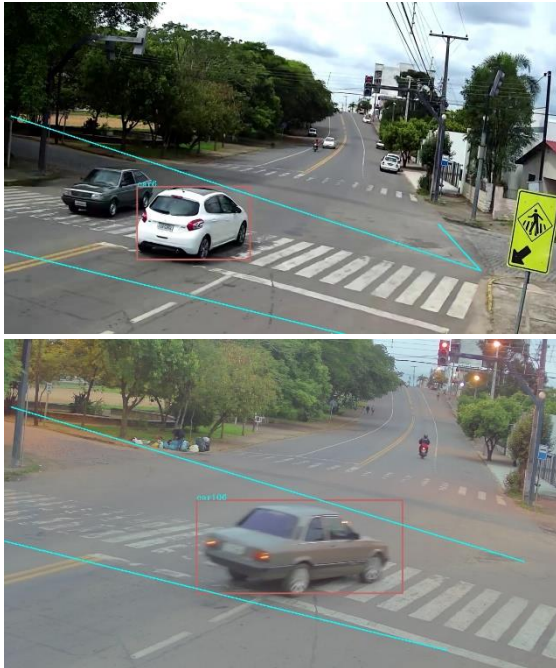
# AidBeam Video AI Toolset Use Cases













# Video Summarization

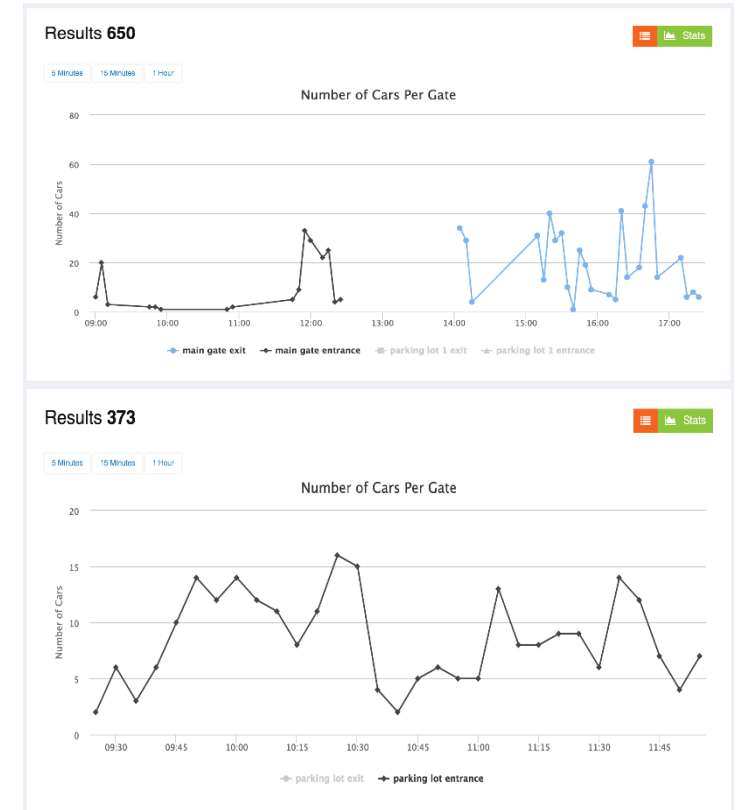


Summarize long video archives to short clips with tags for fast search and after-the-fact rapid event detection

# Traffic Flow Monitoring



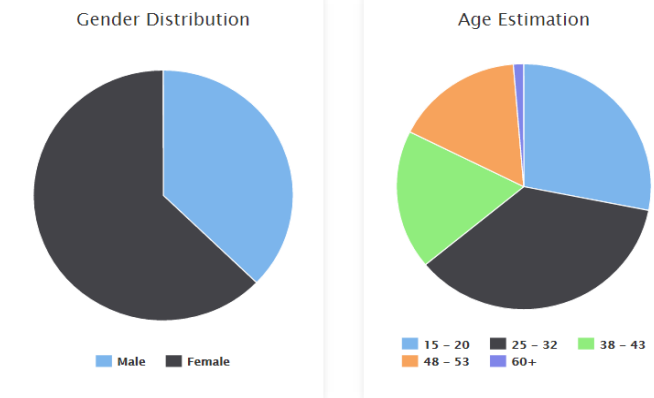
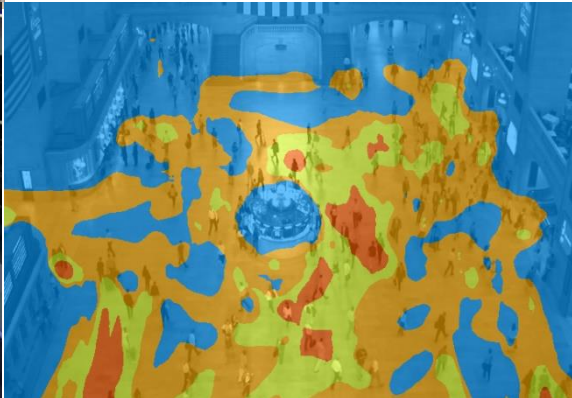
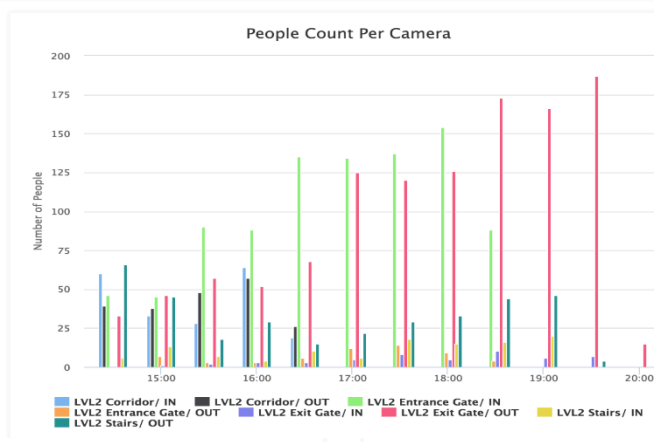
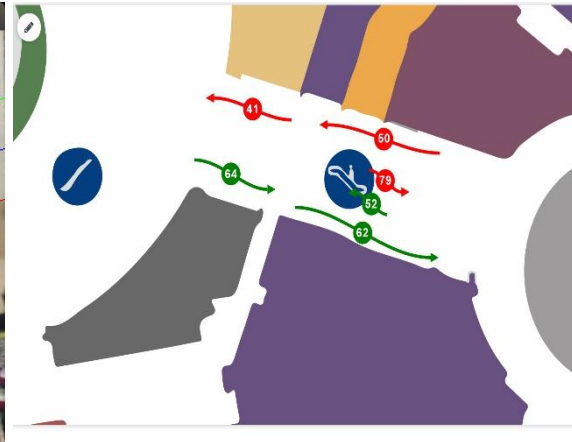
RESULTS					
Car	Plate	Last Seen	Datetime	Duration	Spotted
	B33ENR	Main Gate Entrance	23/12/2014 9:00:20 AM	24 min	1
	CV04KMZ	Parking Lot 1 Entrance	22/12/2014 9:00:20 AM	2 hours	2
	B58IVG	Main Gate Exit	22/12/2014 9:00:20 AM	38 min	1
	B426DRG	Main Gate Exit	22/12/2014 9:00:20 AM	1.5 hours	1
	B14AAG	Main Gate Entrance	22/12/2014 9:00:20 AM	23 min	2
	P5004RH	Parking Lot 2 Exit	22/12/2014 9:00:20 AM	10 min	3
	B13VPT	Main Gate Exit	22/12/2014 9:00:20 AM	4 hours	1
	IF06NCC	Parking Lot 2 Entrance	22/12/2014 9:00:20 AM	12 min	1
	PH221VS	Parking Lot 2 Entrance	22/12/2014 9:00:20 AM	55 min	3
	B777AHD	Main Gate Entrance	22/12/2014 9:00:20 AM	32 min	2
	VL06VPL	Parking Lot Exit	22/12/2014 9:00:20 AM	1 hour	2
	TR98RNI	Main Gate Exit	22/12/2014 9:00:20 AM	23 min	2



Monitors Real-time traffic movement to provide vehicle's tracking history, traffic statistics, trending, and forecasting









# Large Malls Retail Analytics

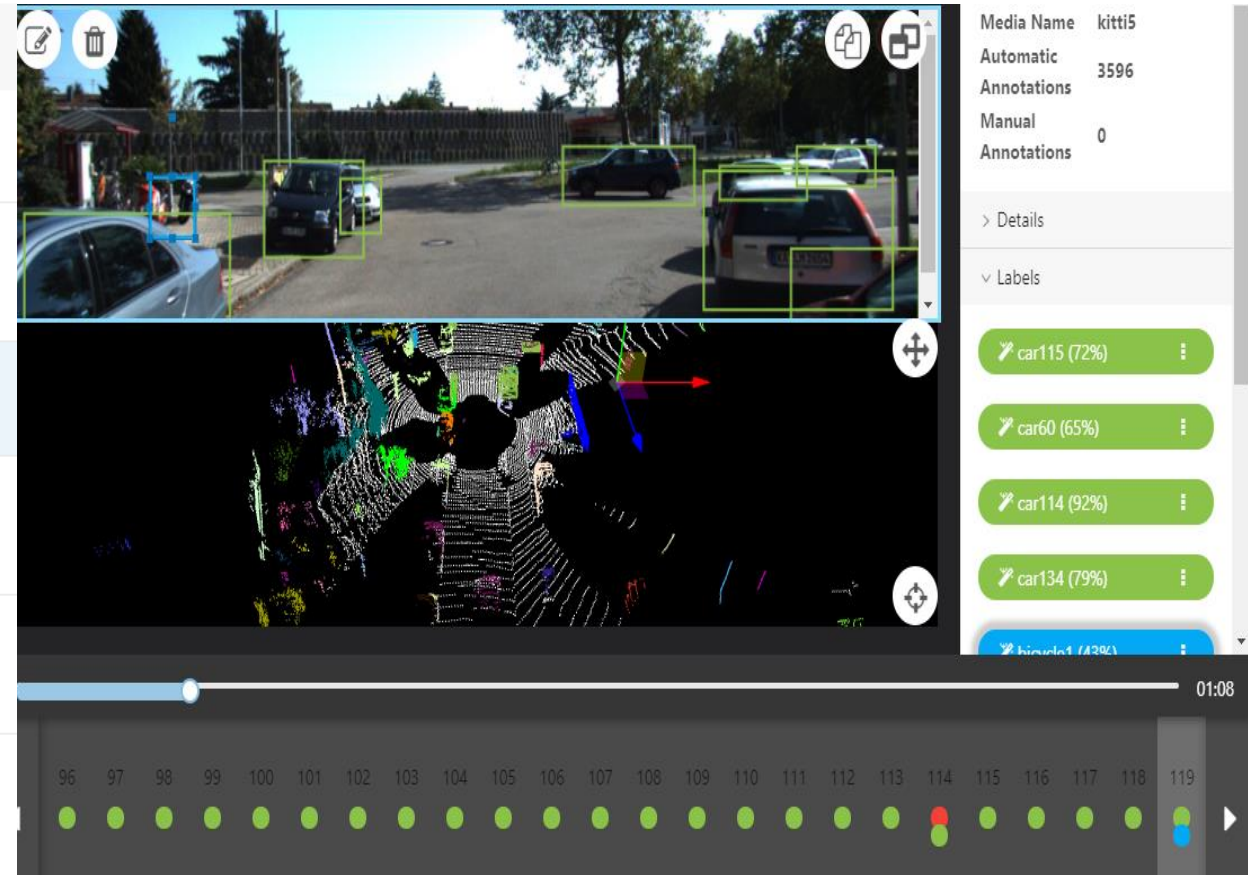


Real-Time insights to reflect Retail shop/Mall occupancy with predictive analytics  
for better retail/mall operations management

# Autonomous Vehicles Ground Truth Labeling



	Media Name	Length	Labels
	kitti1	00:07	bicycle car person traffic-light
	kitti2	01:45	animal bicycle bus car motor-bike person traffic-light train truck
	kitti3	01:57	bus car person traffic-light truck
	kitti4	01:50	bicycle bus car motor-bike person traffic-light truck
	kitti5	01:20	bicycle bus car motor-bike person traffic-light train truck
	kitti6	01:33	bicycle bus car person traffic-light train truck



Media Name kitti5  
Automatic Annotations 3596  
Manual Annotations 0

> Details

Labels

- car115 (72%)
- car60 (65%)
- car114 (92%)
- car134 (79%)
- bicycle1 (43%)

01:08



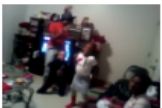



96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119

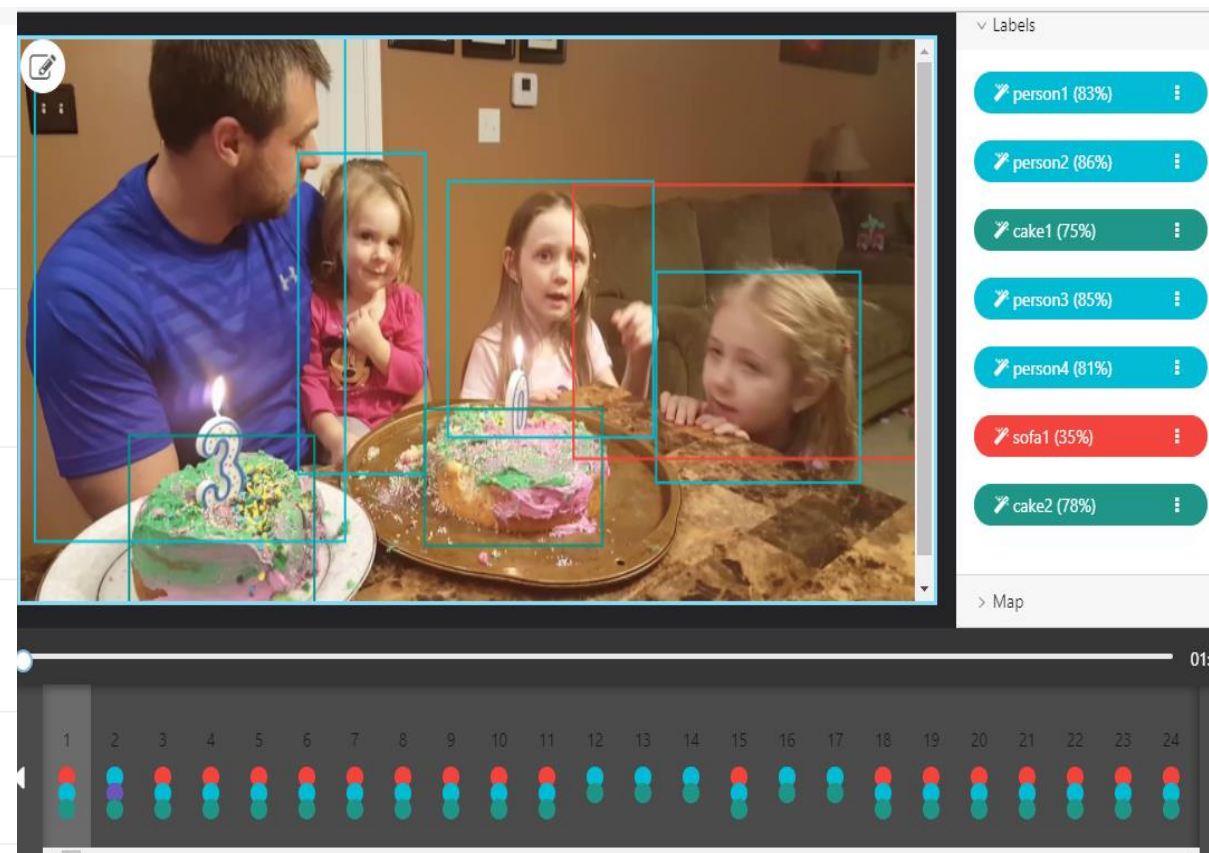
Building video-processing data-center/Cloud that can tag, annotate, classify, and search thousands of video/LiDAR info for ADAS testing



# Memories Capturing System



	video1	00:15	<span>bed</span> <span>person</span> <span>pottedplant</span> <span>sofa</span> <span>vase</span>	Edit
	video2	01:59	<span>person</span> <span>pottedplant</span>	Edit
	video3	01:52	<span>chair</span> <span>person</span> <span>pottedplant</span> <span>sofa</span> <span>vase</span>	Edit
	video4	01:40	<span>bed</span> <span>cake</span> <span>chair</span> <span>diningtable</span> <span>person</span> <span>pottedplant</span> <span>sofa</span>	Edit
	video5	01:39	<span>bed</span> <span>chair</span> <span>dog</span> <span>person</span> <span>sofa</span>	Edit
	video6	02:17	<span>chair</span> <span>diningtable</span> <span>dog</span>	Edit



Effortlessly Captures precious life moments in the home and furnishes in a digital Album using home-installed cameras which will automatically upload home videos



# Assembly Lines Monitoring in Large Scale Manufacturing



Reduce Defects



Ensure compliance with standards



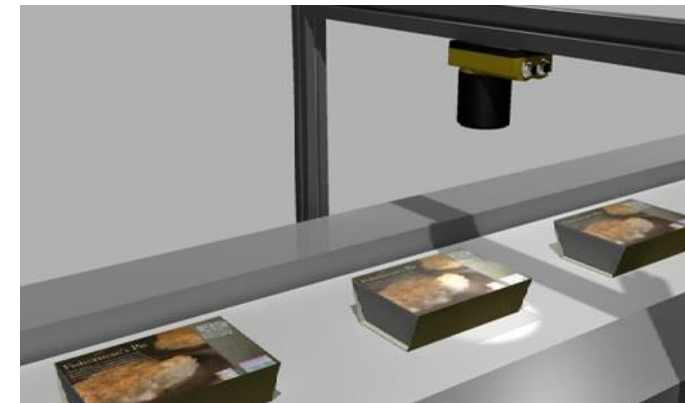
ATUN™

Real-time monitoring of  
Manufacturing Assembly Lines



Increase yield

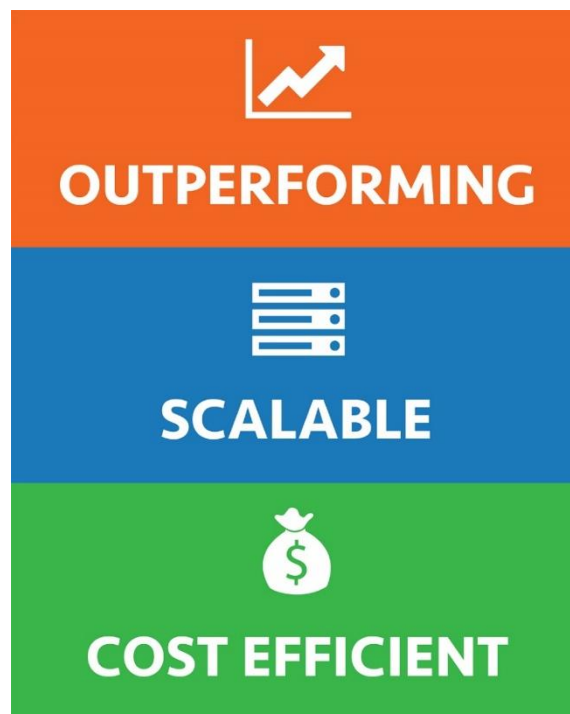
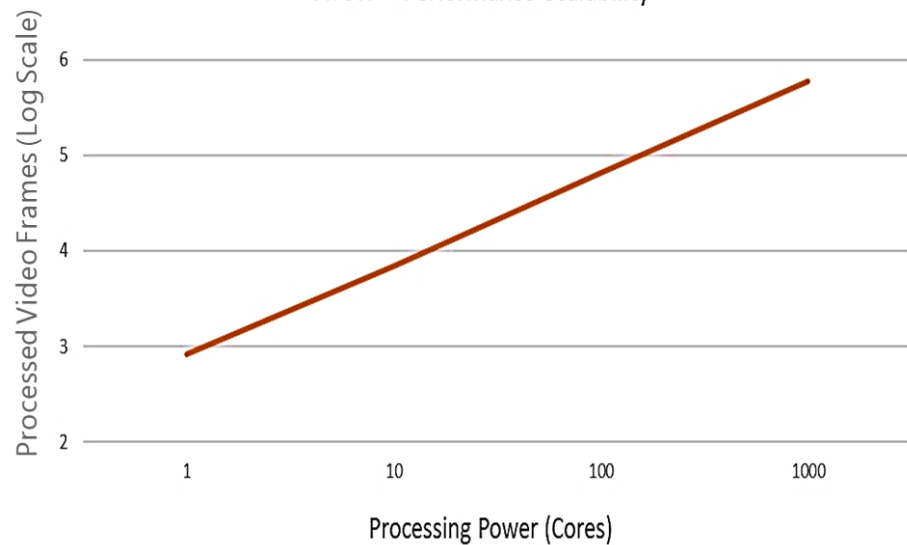
Track parts and products



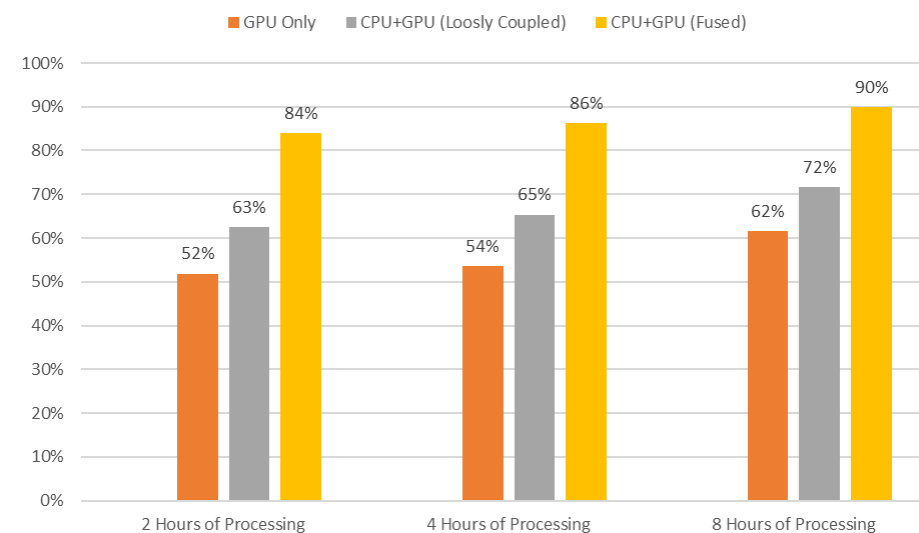
# AvidBeam Value Proposition



ATUN™ Performance Scalability



Hardware Cost Savings Furnished For Clients  
(Processing 50TB/Day)



Unlike traditional existing video processing tools; AvidBeam's ATUN Scales linearly to accommodate all available processing resources, and that saves at least 30% of the solution cost to AvidBeam's Clients



# The Team





# AvidBeam C- Level Management Team



**Hani Elgebaly, Ph.D.,  
Founder & CEO**

Before Founding AvidBeam, Hani had been with Intel for 19 years where he oversaw video, voice & wireless R&D activities at Intel in the US, India and recently in the Middle East. He co-authored 50+ patents and delivered many video related Intel products.



**Mohamed Rehan, Ph.D.  
Chief Technology Officer**

Mohamed has been involved in Multimedia R&D for more than 20 years. Dr. Rehan was a senior scientist at Intel. Prior to Intel, Mohamed worked as a Principal Engineer at Broadcom-Canada video team. He also worked at Nokia Mobile Software team where he was involved in the development of Multimedia apps such as Image viewer, camera, and video player for Nokia phones.



**Hossam Samy, MBA  
Chief Operation Officer**

Hossam has 15+ years of experience at senior marketing and business development positions at Intel, Huawei & Motorola. He participated in many ICT projects in Africa & Middle East, and closed strategic business deals with key telecom operators, ICT vendors and governments throughout his posts.



**Michael Gutmann, MS  
Chief Strategy Officer**

Michael has worked on PC, Internet and digital multimedia technologies for over thirty years. For twenty years, he was director, senior manager and software architect at Intel Corporation, contributing to Videoconferencing and IP Telephony strategy and IP products that foreshadowed their ubiquitous deployment today. He is the co-author of 10 patents.



# AvidBeam Online Demos





- ATUN™ Overview: @ <https://youtu.be/H3lxRdlQwso>
- AvidBeam ADAS Annotation Solution  
<https://youtu.be/tOP-PQkrXMw>
- Intel Developers Forum 2016 @  
<https://www.youtube.com/watch?v=cQdqeYbMLZg&feature=youtu.be>
- You will also find a blog on scaling computer vision algorithms @  
<https://www.linkedin.com/pulse/scaling-computer-vision-applications-cloud-michael-gutmann?trk=prof-post>

Watch More @ AvidBeam YouTube Channel



# In Summary



- AvidBeam unlocks the power of big data by leveraging machine learning as a fundamental tool that delivers scalable deep learning techniques to the detection and recognition process.
- Serves a wide variety of industries including Automotive, Retail, Surveillance, Large-Scale Manufacturing, and Medical.
- Healthy potential pipeline, and getting good market traction

# Thank you



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