HITACHI
Inspire the Next

Lumada Video Insights.

Gain new insights for business, operations, and safety.

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, the value of the market in computer vision technology is predicted to hit $48 billion by the end of 2022 and is likely to be a source of ongoing innovation and breakthroughs throughout the year.[1] And the AI Index Report notes that accuracy of image labeling surpassed human accuracy in 2015.[2] 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.

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.

1   https://www.forbes.com/sites/bernardmarr/2022/03/04/
    the-5-biggest-computer-vision-trends-in-2022/?sh=1390f1d619b3
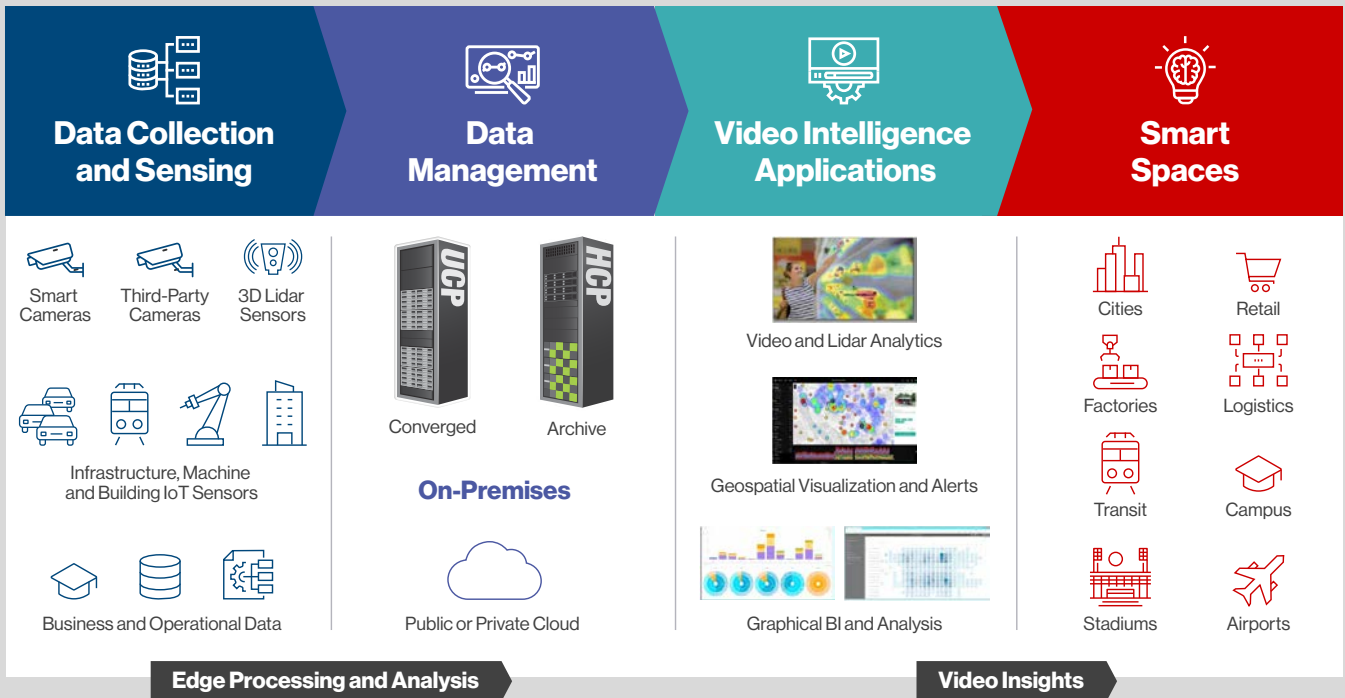2   cdn.aiindex.org/2018/AI Index 2018 Annual Report.pdf

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 though 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.

Data Collection and Sensing	Data Management	Video Intelligence Applications	Smart Spaces
Smart Cameras	Converged (UCP)	Video and Lidar Analytics	Cities
Third-Party Cameras	Archive (HCP)	Geospatial Visualization and Alerts	Retail
3D Lidar Sensors	**On-Premises**	Graphical BI and Analysis	Factories
Infrastructure, Machine and Building IoT Sensors	Public or Private Cloud		Logistics
Business and Operational Data			Transit
			Campus
			Stadiums
			Airports

Edge Processing and Analysis | Video Insights

Lumada Video Insights: End-to-End 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[1]-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.**

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.**

Built-for-Video Data Storage

Say good bye to data corruption, blurry footage and network bandwidth issues, with converged video data storage and management that scales with virtual machines (VMs) and has been deployed in some of the most demanding environments around the world.

→ **Gain a high-availability, fault-tolerant and scalable video data storage solution.**

Video Intelligence Platforms with Intelligence at the Edge

Hitachi Smart Camera and Hitachi Edge Gateway for Video together provide compute, storage, transcoding, compression and connectivity via Wi-Fi or cellular. This advanced video intelligence solution incorporates your existing video infrastructure and investment.

→ **Gain new data and bring new intelligence to your existing video data.**

---

1   GDPR= the EU General Data Protection Regulation

Video data is growing at a rate of

566PB

per day

All of this data can be transformed into a wealth of insights, and managed effectively with Lumada Video Insights. →

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 →

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

WE ARE HITACHI VANTARA

Hitachi Vantara solves digital challenges by guiding you from what's now to what's next. Our unmatched industrial and digital capabilities benefit both business and society.

Hitachi Vantara