Autonomous AI for real-time event detection

AGM Briefing

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REGULATORY AND LEGAL

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icetana in numbers
Since the last AGM

1
Recorded life saved

2
Fights detected in Malls

10,000
New product camera licenses being rolled out across the middle east

131 million
hours of CCTV footage monitored in real time

2023 Financial year sales summary

- **Major Australian University $260k over 3 years**

- **Curtin Uni expansion order for 150 cameras**

- **Middle East Shopping Mall renewal, $1.5m over 3 years**

- **Tamdeen 2x expansions $206k +$137k, over 1 year**

- **Sydney Opera House $33k over 1 year**

- **Middle East Shopping Mall hardware $1.5m**

- **Dubai Duty Free $78k over 4 years**

all material sales announced previously to ASX

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Video surveillance is being changed by AI

Over 1 billion surveillance cameras exist and the numbers are growing.

Advances in AI technology support autonomous security.

icetana's AI can leverage any camera to keep people and property safe.

icetana offering is augmented by ChatGPT (reporting) and Dall-E (synthetic data)

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Market trends

- ChatGPT led AI boom continues
- Global AI in Video Surveillance market is expected to continue to grow at CAGR 23.7%
- ChatGPT 4 can read and interpret images
- Google Bard can interpret YouTube videos
- Video Management Systems are looking for AI capabilities
- Australian businesses are looking for home grown AI
- Edge camera compute continues slow take up - less than 1% of global camera count

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Real-time event detection

Our competitors

Manual configuration. Not scalable across large scale camera networks.

Per camera rules - perimeter setting, masking, virtual tripwires and calendars.

Ongoing maintenance is just as manual.

Presents hundreds of live feeds based on motion detection and rules.

Writes reports manually to share with management, shares video on a USB stick (sometimes even DVDs).

icetana self-learning AI

Self-configures, up and running in 24 hours, scalable across thousands of cameras.

Automatically trains for normal behaviour by camera.

Adapts based on user interaction and feedback.

Reports **abnormal activity in real-time** with a **unique** black screen interface.

Automatically writes reports with **ChatGPT**, shares events through icetana in browser.

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6 levels of autonomous driving

LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
No automation	Driver assistance	Partial automation	Conditional automation	High automation	Full automation
All tasks performed by driver	Speed or steering support	Speed and steering support	Eyes off in some situations	Driverless in fair conditions	Always driverless

*from company sources and icetana analysis

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6 levels of autonomous security

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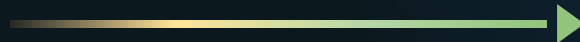
| LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
No automation	Security assistance	Partial automation	Contextual automation	High automation	Full automation
Motion detection	Manually drawing perimeters, lines, masking or setting rules	Automatically learns context for each camera scene	Context Training teaches AI what is important in your installation	Performs all security tasks with human override optional	Zero human interactions or attention
	2x	10x	20x	1000x	Infinite

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*icetana analysis

Current algorithms

- Location
- Time of day
- Crowd / Traffic congestion
- Direction
- Speed
- Trip and fall
- Fire and smoke
- Loitering

Product features and algorithms are accelerating due to platform choices and strong Product and AI team

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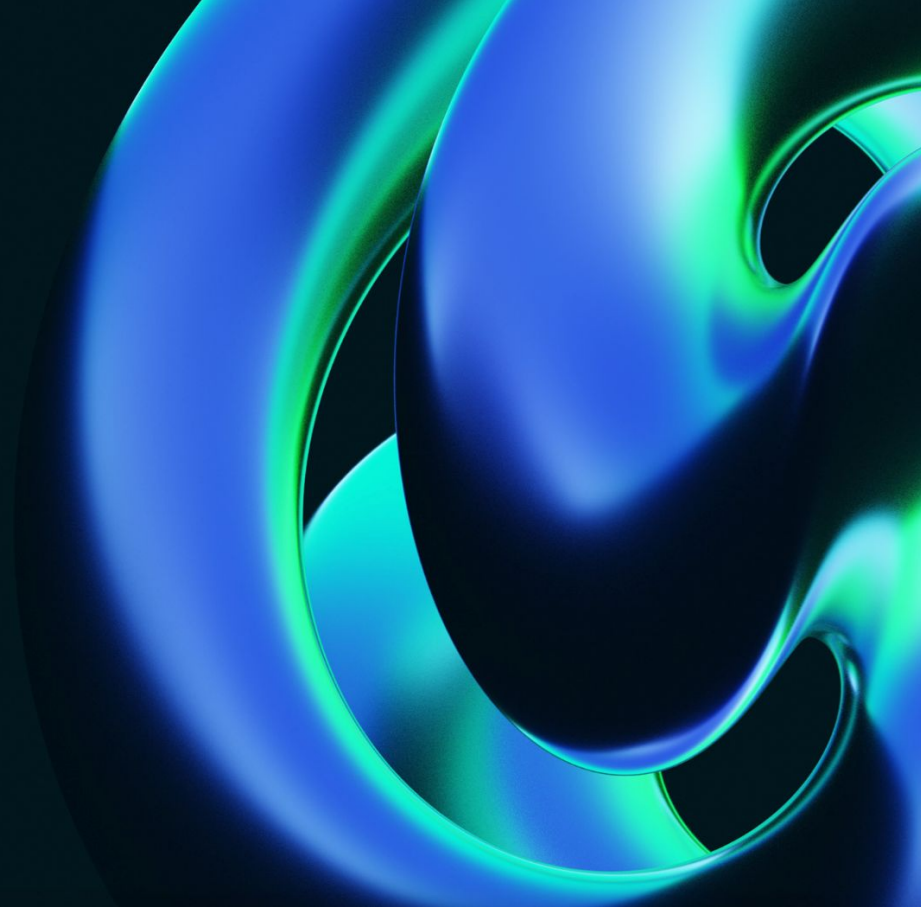
Turn any camera into an AI smart camera

- Camera agnostic - any RTSP camera
- Effective on low definition - works on 720p streams
- VMS agnostic - works alongside any VMS or direct to the camera
- Cloud or on premise - or mixture of both
- Modular hardware - simply add servers together and scale

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Strategic focus

- Invest in people
- Extend our sales presence in Middle East and Australia
- Extend our algorithms, object and event detection
- Build leading VMS integrations
- Build relationships with Systems Integrators

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Get in touch

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