30 June 2020

Mount Royal University extends subscription for a further 4-years

- Mount Royal extends icetana software subscription for a further four year period
- Mount Royal is one of six universities currently using icetana to manage campus security
- icetana's self-learning system was able to quickly adapt to changes in movement on the campus in light of COVID-19 restrictions

_____

icetana limited (ASX: ICE "icetana" or "the Company") is pleased to announce that existing Canadian client, Mount Royal University ("Mount Royal"), has renewed its subscription with icetana for a four year-term through value added reseller ("VAR"), Delco Security ("Delco").

Under the arrangement with Delco, the Calgary-based Mount Royal University, which has already been using icetana software for more than a year, will use the icetana system to continue to monitor over 200 cameras and provide real-time notifications to campus staff about motion anomalies and unusual events.

The importance of the icetana software has been particularly notable during the COVID-19 restrictions, during which the system's self-learning capabilities were able to quickly adapt to reduced movements of staff and students on campus.

Mount Royal is icetana's sixth university client and its subscription renewal not only validates the value of icetana's offering, but also highlights the expanding market opportunity in campus security within North America and globally.

Mount Royal Director of Security Services Peter Davison noted that while the campus had used icetana software for more than a year, it proved particularly valuable in the way it quickly adapted to deal with the changes in movement around the campus when COVID-19 struck.

"When our campus access was restricted for COVID-19 safety reasons, we found the self-learning system readily adapted to the reduced movement of students and staff," Mr Davison said.

"This automated learning meant that we quickly started to see pretty much all the interesting movement taking place on a relatively quiet campus."

Mr Davison said it was not just human-related security incidents in which the system proved its worth.

"Without the usual eyes and ears of staff and students who might otherwise report problems, asset protection and maintenance issues were among some of the more interesting use-cases for the icetana software," he said.

"The control room discovered that icetana was reporting a relatively empty corridor in one of our residential buildings as an anomaly but the reasons were not immediately apparent.

"When we looked more closely at the scene, we noticed a dark patch expanding on the otherwise lightly patterned carpet and sent a guard to investigate.

"The patch turned out to be a fairly major water leak running down a wall and we were able to contain the leak before damage escalated beyond the wall and carpeted floor areas.

"There were no people in that part of the university at the time and the damage would have been extensive without icetana's notification."

Mr Davison said since implementing the icetana technology, every week an average of four actionable events had been identified and responded to by the university's security team.

"The icetana system lets us know when vehicles are entering the campus via walkways, has identified a spontaneous glass shatter incident and has allowed us to de-escalate potentially volatile situations by getting a guard to the right location in the shortest possible time," he said.

Using artificial intelligence and machine learning technology, the icetana solution learns and filters out routine motion, showing only anomalous or unusual behaviour.

icetana CEO Matt Macfarlane said "the system overcomes the issue of discrimination based on human training bias and reduces the need to have staff monitoring every camera all of the time.

The system's rapid self-learning capabilities proved particularly successful when COVID-19 restrictions were put in place as they quickly adapt to the sudden change in the movement recorded on campuses.

Our customers also observe this for holiday periods or after-hours security monitoring where peaks and ebbs in movement occur."
_____

Material terms of commercial arrangements:

• The arrangements disclosed in this announcement are between icetana and Delco, rather than the end user.

• The icetana end user mentioned in this announcement has accepted the End User Licence Agreement as published on the icetana website;

• The renewal order total is valued at approximately A$50,000. The payment terms for this order is full payment 30 days from the date of invoice.

• The order includes a 48 month term of software licences, support and maintenance. It is possible that no material revenue over and above the renewal period materialises from Delco Security pursuant to these commercial arrangements going forward.

– ENDS –

Authorised for release by the Board of icetana Limited.

For further information contact:

icetana Limited	
Matt Macfarlane Chief Executive Officer +61 400 605 960 ceo@icetana.com	Shane Cranswick CFO and Company Secretary +61 401 671 897 shane@icetana.com.au

About icetana

icetana Limited is a global software company providing video analytics solutions designed to automatically identify anomalous actions in real-time for large scale surveillance networks. Our software integrates with customers' existing video management systems and IP cameras.

Using artificial intelligence and machine learning techniques, the icetana solution learns and filters out routine motion, showing only anomalous or unusual behaviour allowing operators to focus on events that matter and respond in real-time to both precursor activities and incidents. icetana has a broad range of use cases across a growing number of industry verticals. It has been implemented at over 35 sites on four continents, helping clients harness the rich data streams from their existing security networks and turning that data into improved situational awareness and deeper operational insights.