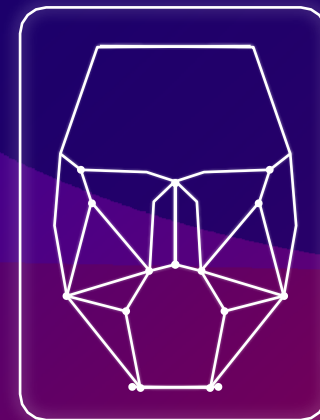




# TRASSIR Face Recognition Intelligent Facial Recognition Module



Facial image identification via video stream to ensure security, improve process efficiency, and solve business tasks

# TRASSIR Face Recognition

- intelligent face recognition and search module for a pre-configured database of people at sites where registration, identification, and personnel access control are required.

## Developed in the interest of:

- helping security services significantly improve their work efficiency;
- timely responses to significant on-site events; as well as promptly conducting investigations, excluding
- full video archive viewing.

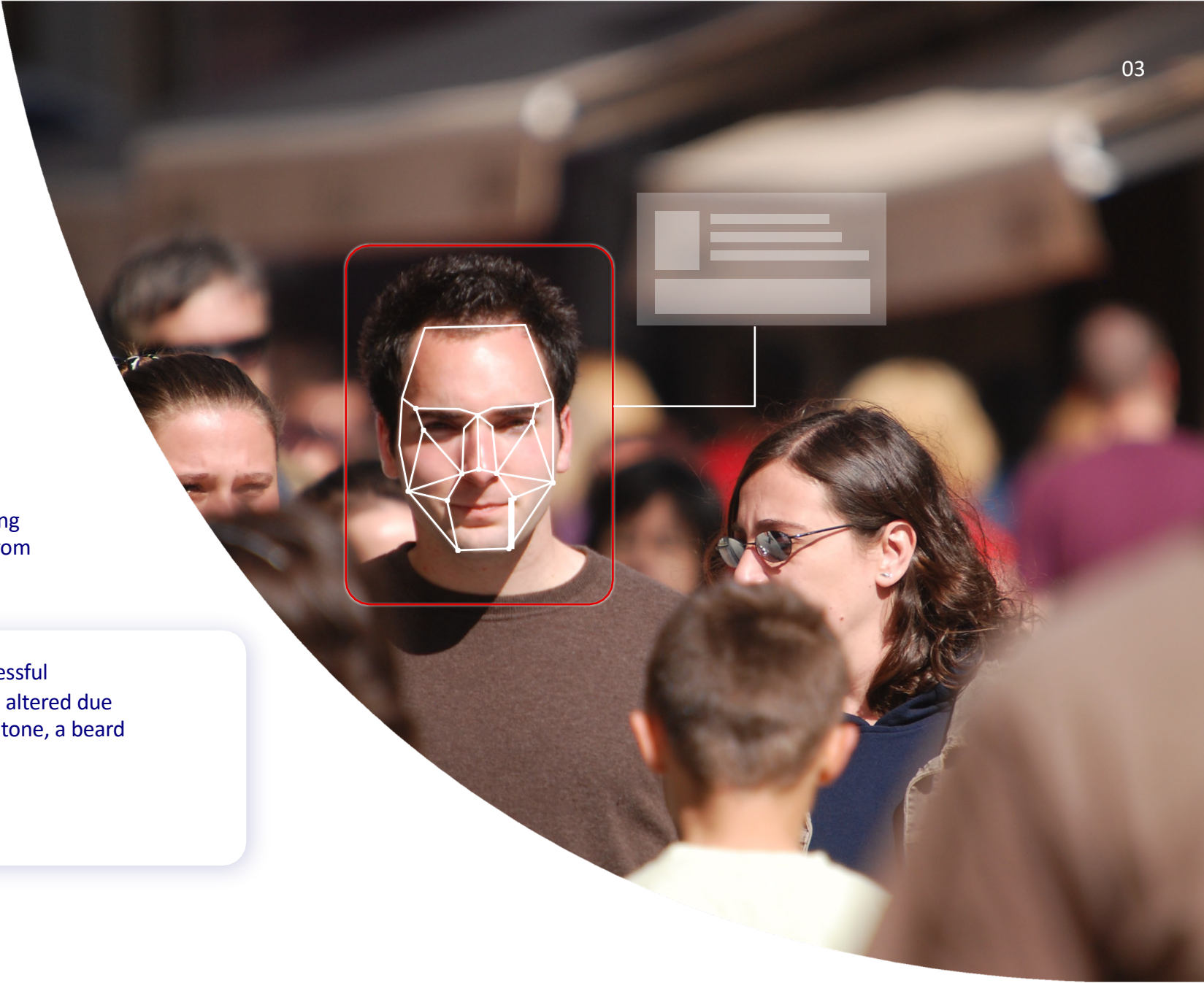




# TRASSIR Face Recognition

With the help of the module, automatic face recognition takes place based on the optimal image in real time, saving and comparing it with the reference image from the existing database.

The system allows you to perform a successful comparison even if the recognized face is altered due to: aging, changed hairstyle and hat, skin tone, a beard and moustache or lack thereof, etc.



# Face Recognition Usage Scenarios

## Customer identification:

- improving loyalty programs
- collecting statistics (gender, age, customer emotions, etc.) to analyze customer behavior patterns of different groups and form personal offers
- access control

## Face-based access control:

- quick and convenient access of employees to the workplace
- personnel access control to areas that require an additional level of authorization
- Blacklist, VIPlist, etc.
- working time tracking

## Ensuring security:

- search for missing persons search
- for criminals
- prevention of terrorist operations
- protection of public order
- transport security
- assistance to law enforcement services

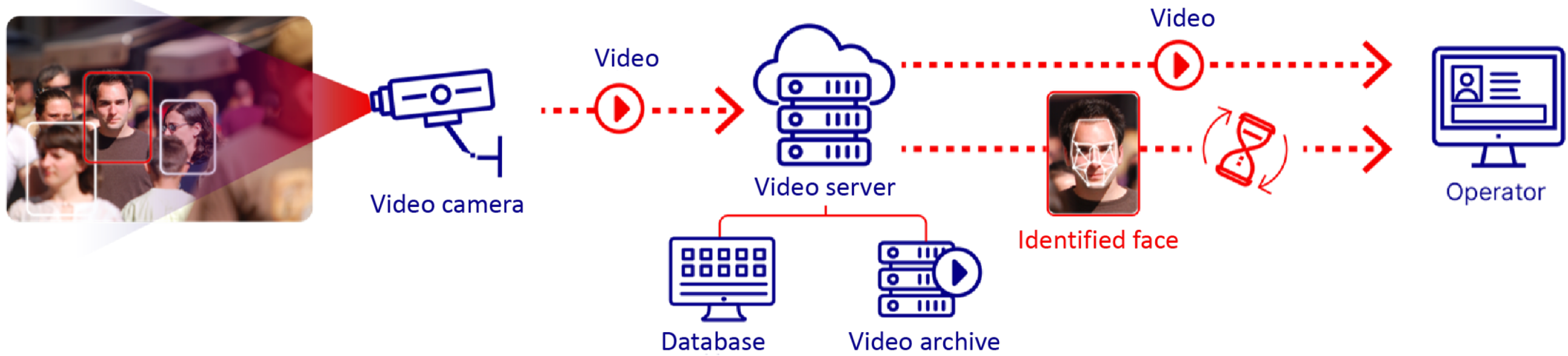
## Fraud prevention:

- theft prevention
- video archive analysis
- verification
- zoning of premises-restricting access to non-connected premises with job responsibilities

## Building Analytics:

- targeted advertising
- retargeting  
progressive statistics, including analysis of customers and their behavior on various grounds
- working time tracking

# Solution architecture. How does it work?



## Reaction scenarios:

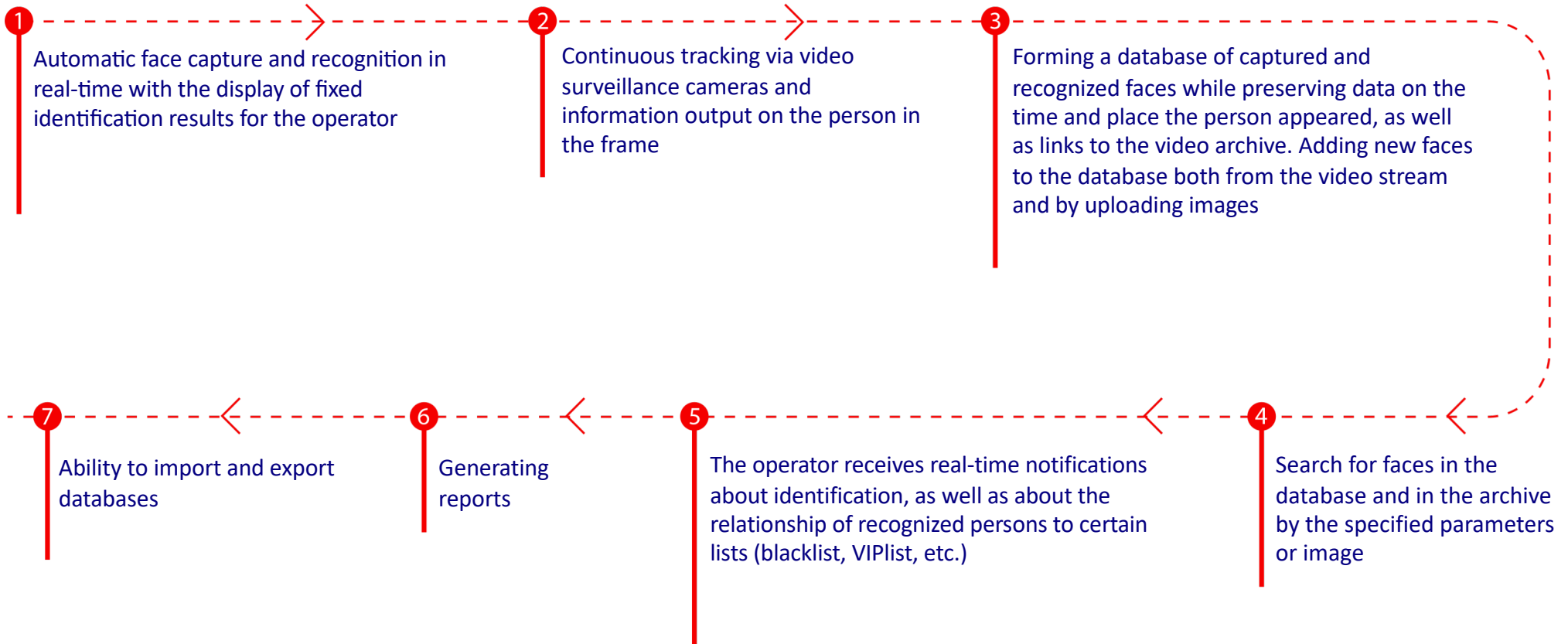
**1** Notifications in Trassir interface

**2** **Notification:**  
SMS Alerts  
Email Alerts  
Telegram Alerts

**3** **Integration with on-site systems:**  
Access control system (turnstiles, doors, etc.)  
Voice notification system  
Alarm system



# Solution functionality. How does it work?



# Areas of application



Airports



Public areas



Retail



Hotel and restaurant business



Business centers  
and offices



Industrial enterprises



Cultural and sports  
facilities



Customs and border control



Banking sector



Safe City

# Solution advantages

## Intelligent algorithms

- high percentage of correct recognition in a live video stream or from photos. Adaptation to different frame exposure conditions and changes in the physical characteristics of a person's face

## Operator interface

- a working tool for information processing, automatic prompt notification of the operator about the detection of recognized faces

## Modification

- the ability to expand functionality and create customized solutions

## Independence

- the ability to use the module with most third-party equipment

## Integration

- the necessary set of mechanisms for integration with hardware



# Face Recognition. Success stories

RoseHill is an agro-industrial complex in the Kaluga region, specializing in the cultivation of roses, as well as fish (trout, salmon, etc.).

Branch: industry

## Key project objectives:

- The inability of old analog equipment to work in a specific environment (high humidity, emissions of chemicals and fertilizers)
- Control of water replacement in special flower reservoirs
- Theft in the loading / unloading area
- Accounting of working hours with FaceRecognition
- Identification of weak and strong links among the staff
- Selection of personnel based on the data acquired



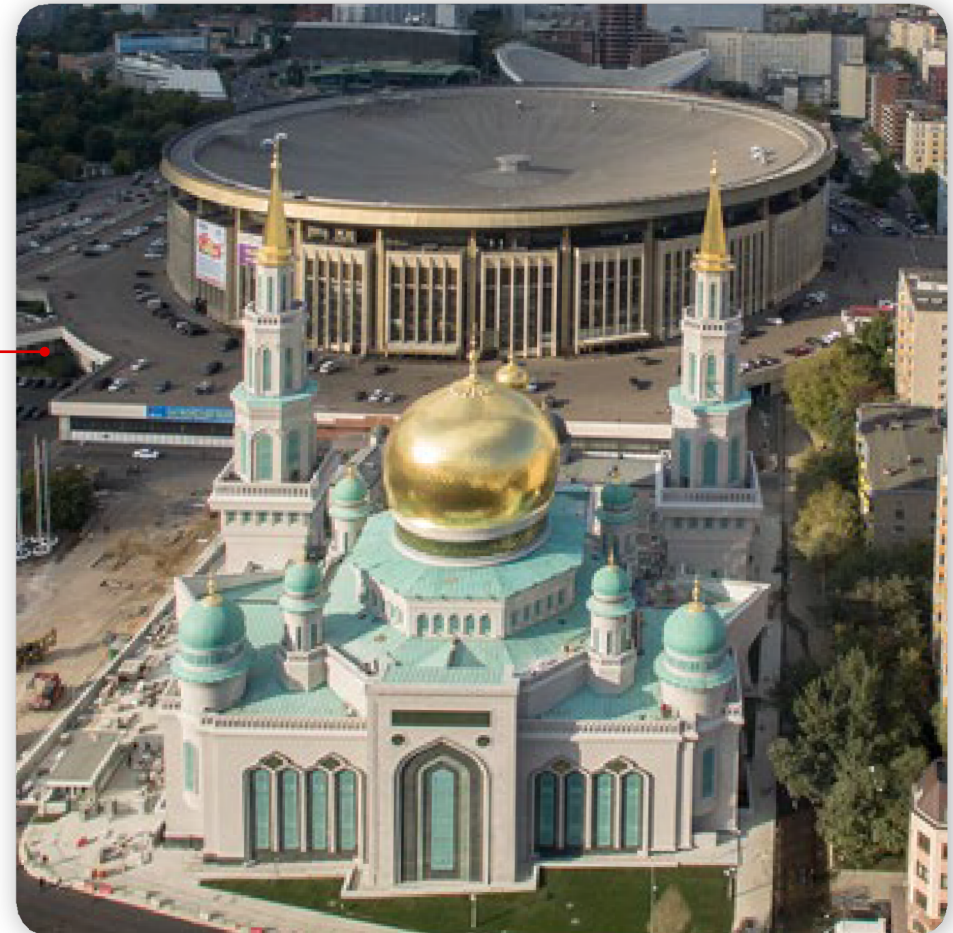
# Face Recognition. Success stories

Moscow Cathedral Mosque – main Moscow mosque, one of the largest and highest in Russia and Europe. The Russia Muftis Council and the residence of Mufti Ravil Gaynutdin are located on the territory. The total area of the mosque is 18,900 m<sup>2</sup>, and a capacity of 10,000 people.

Branch: public sector

Ensuring the safety of worshippers and the mufti

- Prevention of terrorist acts – high level of face recognition, working with so-called "black lists"
- Ensuring the safety of property and historical sites with mass
- attendance
- 



# Face Recognition. Success stories

An international network of shopping centers that supplies businesses, institutions and individual entrepreneurs in Germany, Poland, Romania and Russia have a wide range of food and non-food products at favorable wholesale prices.

Branch: retail

## Key project objectives:

- A large number of low-efficiency full-time security personnel
- The need to automate access control systems, as well as restrict access to certain zones
- The need for high-quality analytics for building "customer profiles", behavior patterns, as well as data for optimizing business processes (peak load on cash registers, heat maps, etc.)





# Contacts

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Hardware Catalog



Video Management  
Software Catalog



Success Cases

