MOBOTIX



Strategic Partnership: MOBOTIX and RealNetworks develop live video facial recognition

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Langmeil, 17 June 2019 — At the beginning of 2017, MOBOTIX and RealNetworks established their strategic partnership. Almost everyone has known RealNetworks since the 1990s, when the Seattle-based company introduced the first online audio streaming solution, RealAudio®. Years of continuous innovation and multiple generations of RealVideo® then gave birth to the company's most well-known product, RealPlayer®, which is still used millions of times every day for streaming and downloading videos. More recently, RealNetworks has been steadily expanded its expertise in the area of artificial intelligence (AI) and machine learning. "Our innovative strength, quality standards and commitment to high-quality, customer-oriented solutions form the basis of our strategic partnership with RealNetworks," explains Thomas Lausten, CEO of MOBOTIX AG.

SAFR™, the latest solution from RealNetworks, is an exceptionally accurate, artificial intelligence-based system for facial and mood recognition that has been optimised for the challenges of live video. MOBOTIX and RealNetworks see enormous market potential for further joint projects and customised solutions.

"MOBOTIX cameras have an excellent market reputation for high quality, cyber security, reliability and direct applicability for facial recognition. Our partnership has grown rapidly as we also share the same values, such as a commitment to quality, innovation, data security and building strategic partnerships to generate synergies for both our companies and our customers," says Mathias Grünwald, Senior Lead Account & Service Management at RealNetworks.

“The new MOBOTIX is increasingly developing into a base platform for a multitude of industry-specific tasks – Beyond Human Vision,” says Lausten. Since joining the company, Lausten has transformed MOBOTIX from a highly secure but self-contained product provider into an open and flexible solution and system platform that continues to identify cyber security as its top priority. This means that all MOBOTIX products are now ONVIF-compliant, there is a dedicated NAS solution and, with the MOBOTIX MOVE series, a PTZ camera has been launched on the market as a complementary independent product line.

“Artificial Intelligence will play an increasingly important role in all areas of IT, meaning video surveillance as well – and with Konica Minolta, we have a leading technology partner by our side in this area,” explains Christian Heller, MOBOTIX Sales Director for Germany, Austria and Switzerland. “In conjunction with our new openness and our drive to produce cyber-safe products and solutions, we can work with our strategic partners to strengthen the market and develop new solutions for a variety of vertical markets,” he adds.

MOBOTIX's partnership with RealNetworks and SAFR demonstrates this in unique ways: “We are currently working together on an exciting project for a high-profile European museum,” says Lausten. The museum uses SAFR live analytics at the entrance and other locations within the museum to automatically count the number of people by time of day, using demographic breakdowns, such as gender and age. The same system can also analyse people’s moods. This solution is made possible by the combination of versatile, high-precision MOBOTIX cameras and the equally high-precision SAFR facial recognition platform.

SAFR facial recognition solutions based on MOBOTIX cameras are already being used in numerous vertical markets. “Since MOBOTIX cameras were designed as the best video surveillance cameras and SAFR is regarded as the leading facial recognition platform for live video, together, we are able to deliver solutions that go far beyond recognition,” says Grünwald.

“Beyond Human Vision means more than just monitoring video from a camera feed. Together with our selected strategic partners, MOBOTIX is creating solutions based on artificial intelligence that make events predictable and that can initiate countermeasures to protect the environment, valuables and people,” emphasises Lausten.

About MOBOTIX

MOBOTIX is a leading manufacturer of premium-quality intelligent IP video systems and sets standards for innovative camera technologies and decentralised security solutions with the highest level of cybersecurity. MOBOTIX was founded in 1999 and is based in Langmeil, Germany. MOBOTIX has an in-house research and development department, an in-house production facility in Germany and operates distribution companies in New York, Dubai, Sydney, Paris and Madrid. Customers worldwide trust in the longevity and reliability of MOBOTIX hardware and software. The flexibility, built-in intelligence and unparalleled data security of the company’s solutions are valued in many industries. MOBOTIX products and solutions help customers in industries such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company will continue to expand its universal platform and develop new applications in the future.

About RealNetworks

Building on a legacy of digital media expertise and innovation, RealNetworks has created a new generation of products that employ best-in-class artificial intelligence and machine learning to enhance and secure our daily lives. SAFR (www.safr.com) is the world's premier facial recognition platform for live video. Leading in real-world performance and accuracy as evidenced in testing by NIST, SAFR enables new applications for security, convenience and analytics. Kontxt (www.kontxt.com) is the foremost platform for categorising A2P messages to help mobile phone network operators build customer loyalty and generate new revenue through text message classification and anti-spam filters. For information about our other products, please visit www.realnetworks.com.

For more information, please contact:

PR Agency: fimakom – communication network, Jörg Peter, joerg.peter@fimakom.de

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Contact:

MOBOTIX AG, Kaiserstrasse, 67722 Langmeil, Phone: +49 6302 9816-0, www.mobotix.com

PR Agency: fimakom - communication network, Jörg Peter, joerg.peter@fimakom.de, Mobile: +49 (0) 173 - 6606031

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