



## MOBOTIX Global Partner Conference 2019

**The New MOBOTIX Solution Platform Sets Standards with Artificial Intelligence and Deep Learning**

**29 октября 2019**



**Langmeil/Mainz, Germany, October 29, 2019** — MOBOTIX is making the next big advance in intelligent video technology, furthering its mission statement of going "Beyond Human Vision". By launching its new MOBOTIX 7 open solution platform and the M73 high-end camera that uses it, the company is once again cementing its position as a global leader in this technology. Supported by artificial intelligence and application solutions based on deep learning, the new generation of video cameras not only enables an unlimited set of functions; it also opens up brand new possibilities far beyond traditional video security. This means that the MOBOTIX systems remain fully reliable and secure, as cybersecurity and data security continue to have the highest priority.

The M7 system platform and the M73 camera were presented to over 500 international technology and sales partners, as well as representatives of the press, at this year's MOBOTIX Global Partner Conference (GPC) in Mainz. "The MOBOTIX 7 is by far our most powerful decentralized and secure modular IoT-video system based on deep learning modules, and sets new standards for intelligent video technology," explained

Hartmut Sprave, Chief Technology Officer at MOBOTIX AG, in his opening speech. "Our hardware and software are 'Made in Germany', and tailor-made camera apps provide limitless possibilities for expanding the MOBOTIX 7. This will revolutionize numerous IoT processes — not only for us, but for our technology partners and customers in various markets too," says Sprave.

### **MOBOTIX 7: Complete High-Performance Video System with Pre-Installed Apps for a Wide Range of Vertical Markets**

Even at its launch, the MOBOTIX 7 already comes with pre-installed apps that are verified and certified by MOBOTIX and meet the highest standards in terms of cyber security. These apps are supported by artificial intelligence (AI) and deep learning, and cover a significant number of industry-specific, individual requirements. It is also possible for partners, customers or users to develop and program their own solutions and have these certified by MOBOTIX. "This means that the range is growing dynamically in response to customers' needs, so virtually any current and future market requirement can be met with a tailor-made application installed directly on a camera featuring the MOBOTIX 7 platform," explained Sprave.

The new MOBOTIX video system is also suitable for our customers' very particular and individual challenges in specific areas: For example, one of the MOBOTIX camera apps can detect when a building is in danger of becoming overcrowded. In this case, the camera immediately and automatically triggers a diversion for any further persons wishing to enter the building, thus reliably preventing accidents and panic. By combining image sensors and environmental sensors with AI-based analytics, industrial enterprises can increase their production efficiency and improve fire prevention measures, for example. The object-based recognition of individual road users, such as trucks, cars or people, and their behavior, such as stopping, accelerating and so on, is enabled for traffic and transport applications. The information that is immediately available can improve the road safety for drivers and passengers, while enabling other road users to continue moving in an unobstructed flow.

"Together with our partners, we aim to develop a multitude of other solutions based on artificial intelligence and deep learning to help predict events and facilitate the early introduction of effective countermeasures aimed at protecting the environment, buildings, systems, people or animals," said Sprave, the Chief Technology Officer.

### **Partner Expo — Presentation of the Newest Partner Solutions and Technological Alliances**

In line with the motto of the GPC 2019—"Evolution. It Continues With You"—and across a space of more than 200 square meters, 19 MOBOTIX technology and solution partners from the Partner Society are presenting their industry-specific and cross-industry complete solutions. These solutions cover the fields of industry solutions, video management software, IT infrastructure, AI-based video analysis and much more. Together with the Partner Society, we offer a unique platform and thus facilitate the search for our global partner network by using intelligent components for individual requirements.

### **Artificial Intelligence and Deep Learning Pave the Way for Smart Video Technologies**

In his keynote speech, Thomas Lausten, CEO of MOBOTIX AG, highlighted the fact that camera functions based on artificial intelligence and deep learning are becoming increasingly important: "With Konica Minolta, we have a partner that provides leading technology. We also collaborate with other leading companies and institutions in research when it comes to artificial intelligence." Thanks to the MOBOTIX system now being more open and our collaboration with strategic partners, the video security market is being expanded to include new solutions for a wide range of industries. "By developing and marketing specialized apps, we offer customers around the world access to applications that are perfectly tailored to their requirements. The profit models resulting from this new technology will open up almost unlimited opportunities for us and our partners in the market," predicted Lausten.

"When we unveiled the MOBOTIX 7 system platform and the once more ONVIF-conformant M73 camera, the feedback we received from our technology partners was overwhelming," Lausten was pleased to announce, adding that MOBOTIX expects to make many more innovative developments in intelligent applications that can be marketed worldwide. "With the MOBOTIX 7, we are launching one of the best IoT platforms for apps on the market. It meets the requirements of a wide variety of industries," says CEO Lausten. "Thanks to the MOBOTIX 7, the M73 and all subsequent IoT camera models will have no limits. It goes without saying that protecting our customers' data remains our top priority in all of these endeavors — and as you would expect, the M73 also meets the world's highest cyber security standards."

## About MOBOTIX

MOBOTIX is a leading premium-quality manufacturer of intelligent IP video systems who consistently sets standards in innovative camera technologies and decentralized security solutions for maximum cybersecurity. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company has R&D and production facilities in Germany and offices in New York, Dubai, Sydney, Paris and Madrid. Customers across the globe rely on the durability and reliability of MOBOTIX hardware and software. Customers from a broad range of industries, including industrial manufacturing, retail, logistics and healthcare, appreciate the flexibility of the products and solutions, their integrated intelligence and top-level data security. Strong, international technology partnerships ensure that the company will continue to innovate and refine the existing portfolio.

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## About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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