



emza Visual Sense

AMDs (autonomous micro devices) for security and monitoring

Description. Heightened security threats combined with the prohibitively high cost of purchasing, operating, and maintaining surveillance solutions put many critical infrastructures at unacceptable risk levels. Facilities such as power stations, pipelines, water reservoirs, government buildings, bridges, and railroads are severely undersecured due to the lack of effective, affordable surveillance systems that make security possible at *any* location.

emza's WiseEye™, a low-cost, fully integrated recognition sensor, is designed to meet this need. Based on its proprietary autonomous micro device (AMD) technology and patent-pending reduced recognition architecture (RRA), **emza** developed a complete surveillance system in a single palm-sized unit. Encapsulating a camera, processing unit, and communication interface, WiseEye is "the most effective surveillance system known today." (Eyal Sarid, security officer, Mekorot – Israel National Water Authority). WiseEye automatically learns and updates the normal background of the environment, processes input data, and sends alerts and data *only* for pre-defined events.

Product Advantages. WiseEye offers detection *and* verification at a cost significantly below other systems. Additional advantages —

- Quick and easy installation
- Densely deployed indoors and outdoors
- Enhanced detection/reduced false alarm rate
- Complete protection for sites of all sizes
- Easily concealed
- Operates anywhere - anytime
- Versatile for widespread applications (homeland security, perimeter security, construction surveillance, traffic monitoring, and industrial monitoring)
- Wired or wireless automatic connections to a central server, PC, cellular phone or any mobile handheld device

Competitive Advantage. An extensive range of electronic surveillance products is available in the market, from simple infrared sensors to complex video-motion detection. **emza's** innovative AMDs offer integrated, sophisticated technology in a tiny decision-making unit at significantly lower costs than current solutions.

Market. **emza** is initially targeting the critical assets and infrastructures sector of the homeland security market. In the United States alone, there are tens of thousands of power plant facilities, 120,000 miles of railroad track, 590,000 highway bridges, 170,000 public water systems, and 5,800 historic buildings.

Frost & Sullivan estimates the global perimeter security market at \$236 billion a year. The Freedonia Group projects the demand for electronic security products and systems in the U.S. to reach \$15.5 billion in 2008.

Market Strategy. Initially, **emza** will establish strategic partnerships with integrators in the homeland security and perimeter security markets. The company intends to penetrate the market in stages:

- Stage 1: Sell systems (WiseEye sensors, central communication unit, and monitoring application/API) to small integrators with a focus on protecting smaller and remote critical infrastructures and assets.
- Stage 2: Sell systems and WiseEye units to medium and large security integrators for incorporation into additional systems, focusing on large-scale perimeter security projects such as railroad, pipeline, and border security.
- Stage 3: Sell WiseEye units to large integrators and OEMS that will expand WiseEye penetration into a broader range of markets.

Business Development.

- The Company is currently in discussions with a U.S. integrator about setting up test sites for a multibillion-dollar energy company.
- **emza** has begun negotiations with Mekorot, Israel's National Water Authority, to install WiseEyes at several dozen Mekorot sites.

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■ KEY PERSONNEL

Eitan Ramati, founder, CEO

Seasoned IT professional; held senior positions at Intel Israel, Amdocs, Modus Novo, and ECTel

Zeev Smilansky, Ph.D., founder, CSO

Served in key positions at Applied Materials, Orbotech, Scitex and Compugen; world renowned expert in image processing

Yossi Givati, VP R&D

Founder of Optibase Ltd., a pioneer in image compression products; chief engineer, Dmatek Ltd.; VP products and service, Eplication Networks; VP business development, Shira Computers Ltd.

Yosi Danciger, VP Business Development

Highly experienced marketing and business development professional; CEO Eden Springs; CEO Sip-Well International (Belgium); founder, WeShareit.com; CEO Europcar

■ COMPANY STATUS

Ownership: Fully owned by founders

Development: Operating successful test site with Mekorot, Israel's national water company
Preparing to set up additional tests with companies in Israel and the U.S.

■ INTELLECTUAL PROPERTY

Patent pending that covers the image processing concept and architecture

■ CONTACT

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