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HI-TECH FACIAL RECOGNITION



“One of the **most mature** platforms for facial authentication today: **referential** projects and partnerships with system integrators worldwide.”

Werner Goertz  
Gartner - Research Director

**Gartner**<sup>®</sup>





Herta offers solutions for video surveillance, access control and marketing.  
It has a highly qualified team and invests heavily in R&D.

HI-TECH FACIAL RECOGNITION





With offices in Barcelona, Madrid, Los Angeles, Mexico City, Montevideo and Singapore, the company has clients in 50 countries, 250 certified partners worldwide, and software available in 10 languages.



## MISSION

Increase global security through facial recognition technology.

## VISION

To become a world leader in computer vision solutions.

# RECOGNITION



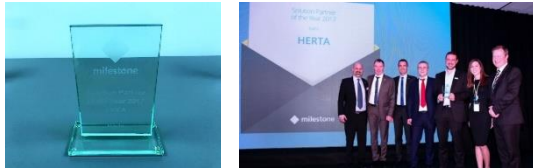
IFSEC Awards (2014)



World's Most Relevant Emerging Company (2015)



Red Herring Global (2016)



Milestone Solution Partner of the Year 2017 (EMEA)



ALAS Award for "Best Security Project in Latin America" (2018)



LA RAZON Technology Awards in Innovation category (2019)



European Technology Awards in Software category (2019)



Frost & Sullivan Best Practices Award 2019  
European Customer Value Leadership Award



European Comission's Seal of Excellence for Covid-19 Response (2020)



SECTORS



UNIQUE SELLING POINTS



PARTNERS



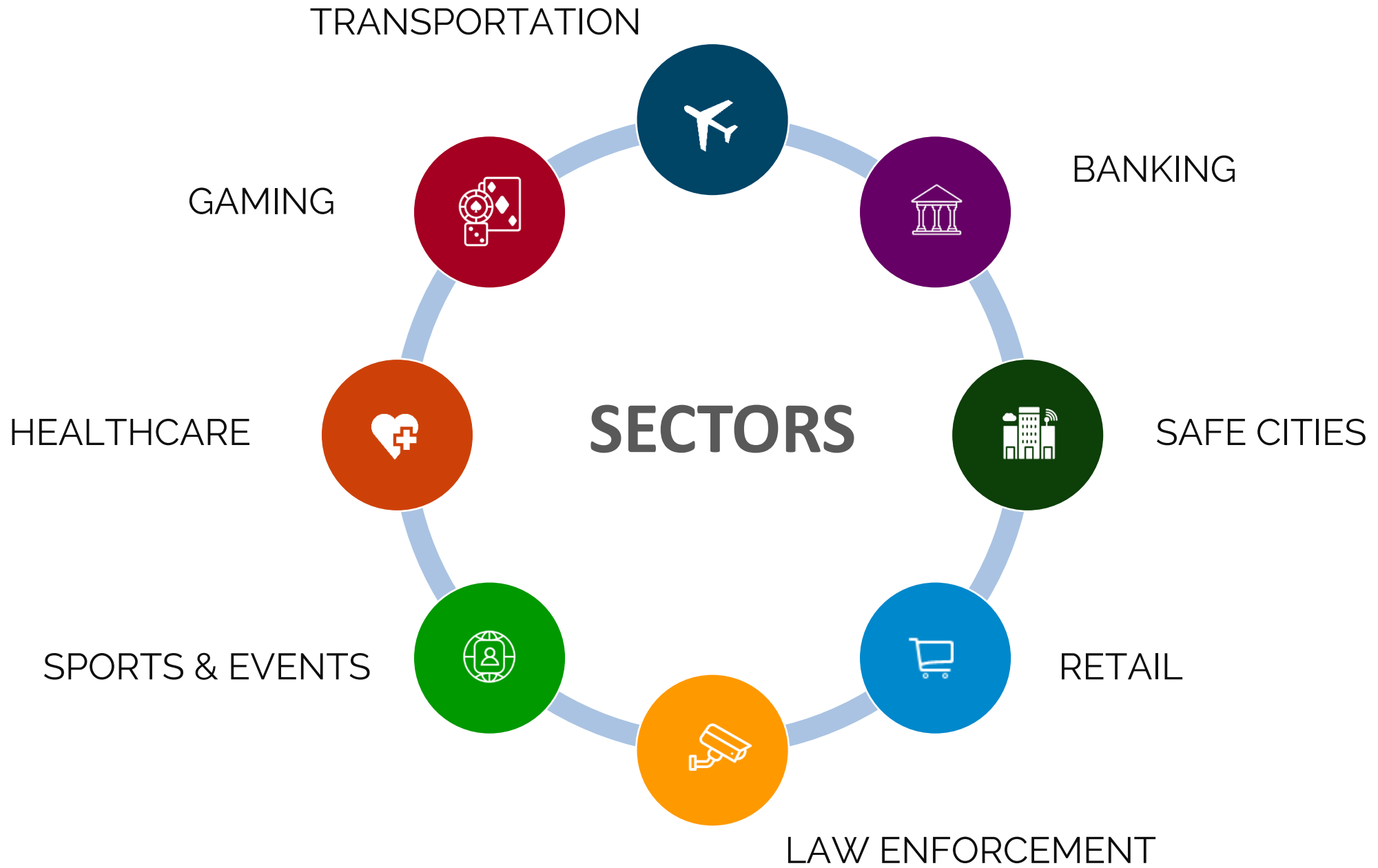
PRODUCTS



REFERENCES



PUBLICATIONS





## TRANSPORTATION



We take advantage of existing IP cameras to identify people in crowds, at stations and airports, where the risk of criminal incidents is high. Real-time technology, making multiple comparisons per second with large databases.

## BANKING



Recognition of VIP clients, as well as people in watchlists. Collection of user data and profiles to improve customer service and optimize resources. We allow access control using existing cameras in offices and ATMs.



## RETAIL



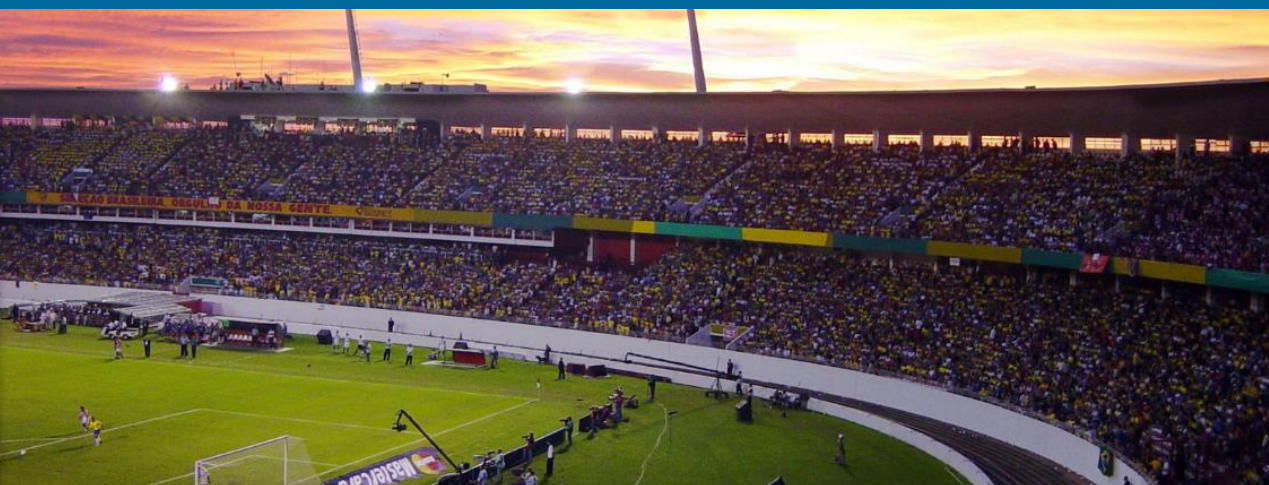
We offer marketing tools that allow users to gather information for segmentation purposes and innovative business strategies, such as targeted advertising. We generate data to determine customer profiles.

## LAW ENFORCEMENT



Identifying suspects and controlling access in restricted areas is critical. We perform forensic analysis of images and videos. We can identify behavioral patterns and suspicious behavior automatically, in real time for indoor and outdoor scenarios.

## EVENTS



We improve access for attendees, aswell as the monitoring and controlling of security threata. We allow mass registration of clients in a non-invasive way, whilst simultaneously obtaining real-time information on lists of suspects.

## GAMING



We provide accurate identification of blacklisted people and generate new records automatically. We detect frequent thefts and unwanted behavior.



## SAFE CITIES



Cities have become smart to a certain degree with the use of technology. Technology enables local governments to boost the efficiency and security in their cities. With the developments of smart cities, there is an increasing need to secure the city.

## HEALTHCARE



Security is essential when controlling the access to certain premises while allowing contactless and easy access control solutions to those who need to keep people and data secure.



# PRODUCTS

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## BIOSURVEILLANCE

Facial recognition for non-crowded environments.



## BIOSURVEILLANCE NEXT

High performance facial recognition for crowded environments.



## BIOFINDER

Facial recognition for forensic analysis of video and images at maximum speed.



## BIOACCESS

Access control solution with facial recognition.



## BIOMARKETING

Facial analysis solution for targeted marketing.

# BioSurveillance / NEXT

- BioSurveillance NEXT allows facial recognition of multiple faces simultaneously through IP cameras
- Real-time multicamera analysis
- Accurate even with lighting changes, face rotations and occlusions
- 60 Million comparisons per second







# BioFinder



BioFinder is Herta's solution that allows you to search for a specific subject, through facial recognition, in **one or more recorded videos and images**



Solution for **forensic analysis**



**Analysis at faster speeds than in real time**  
(x 5 – 12)





# BioAccess



**Real time Access Control system**, with a search speed of 500,000 faces per second



High precision with glasses, mask and sunglasses



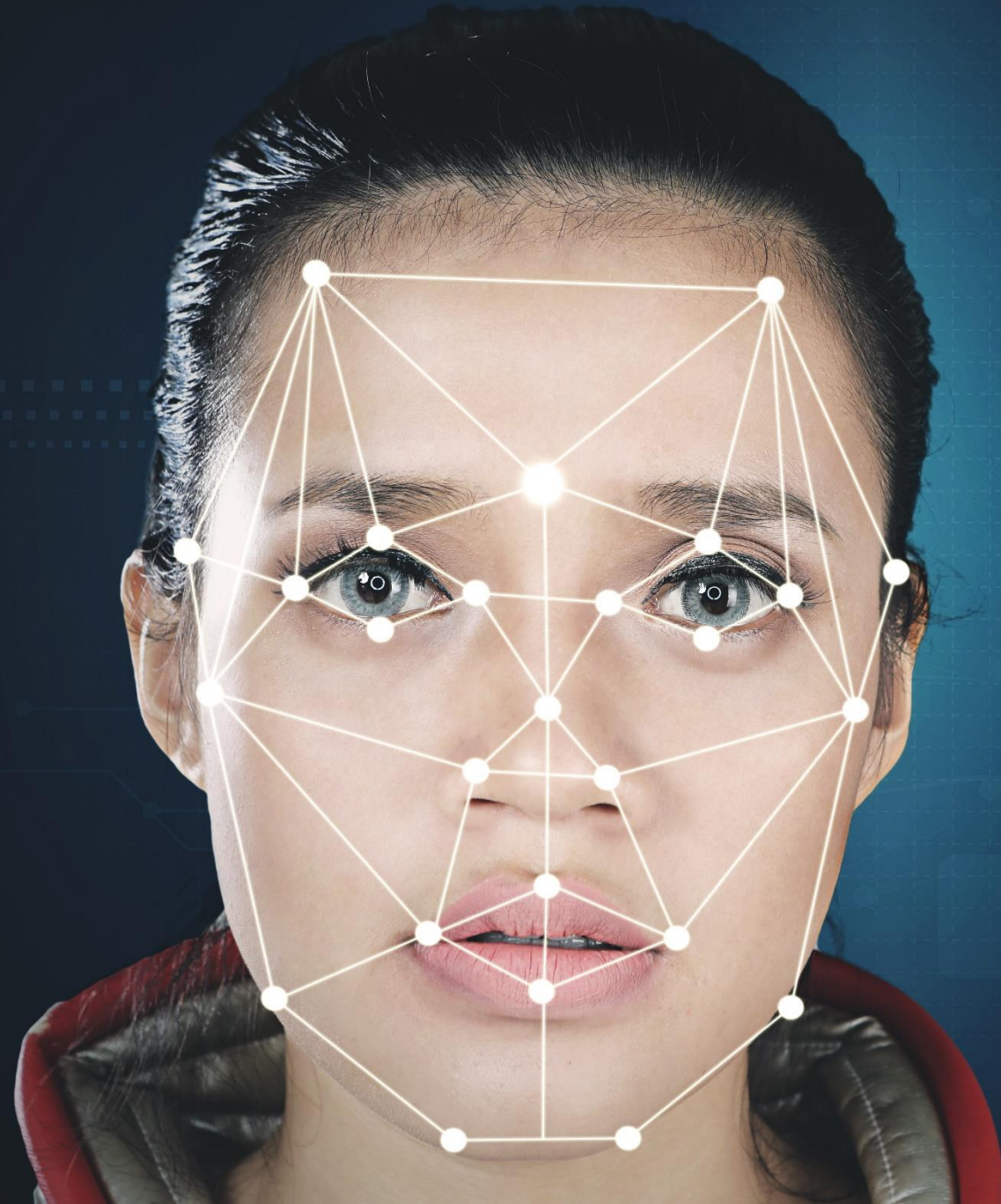
Detection even with mustache, beard, hair, makeup, hats, etc.

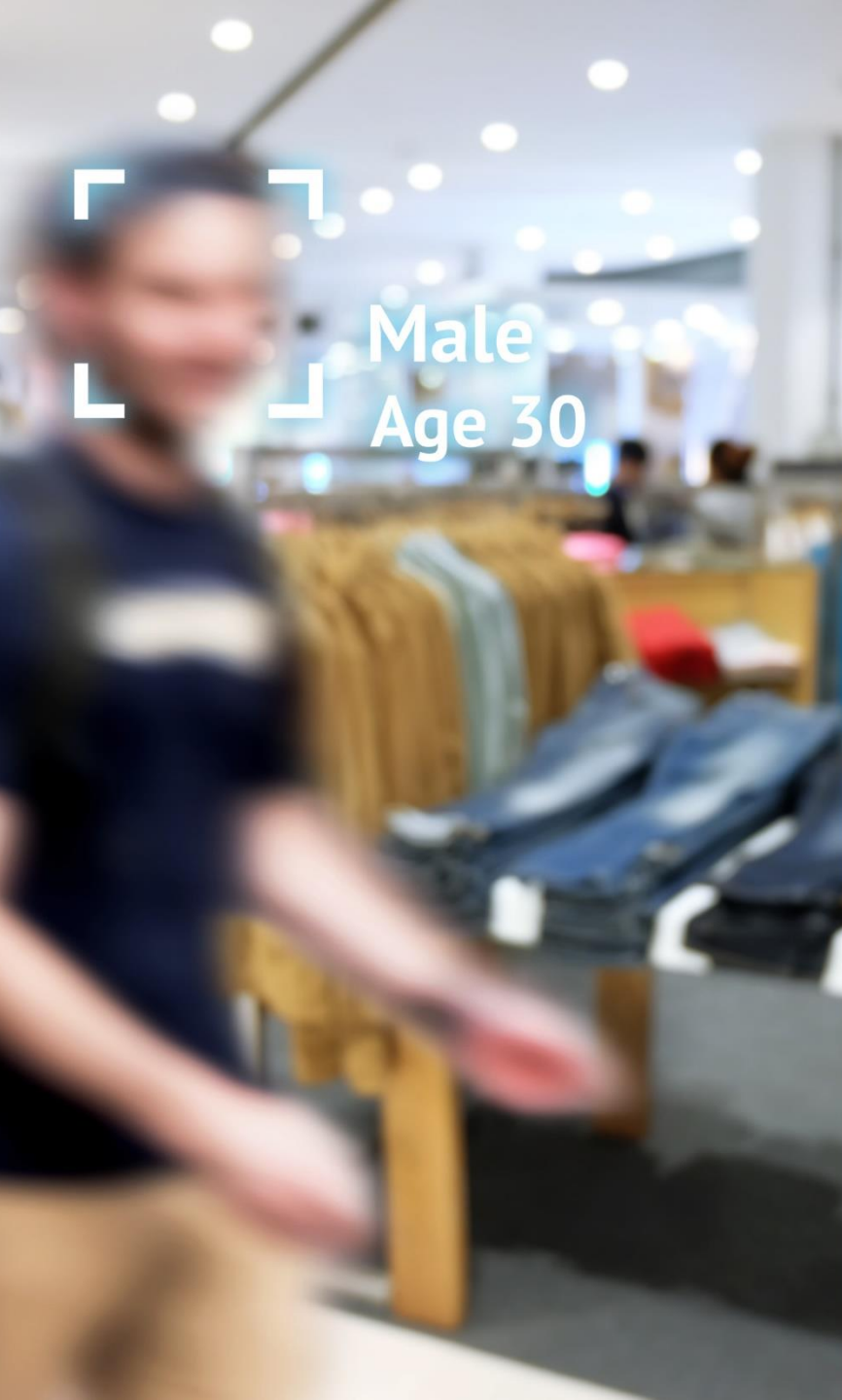


Supports **different permissions** according to their access in restricted areas

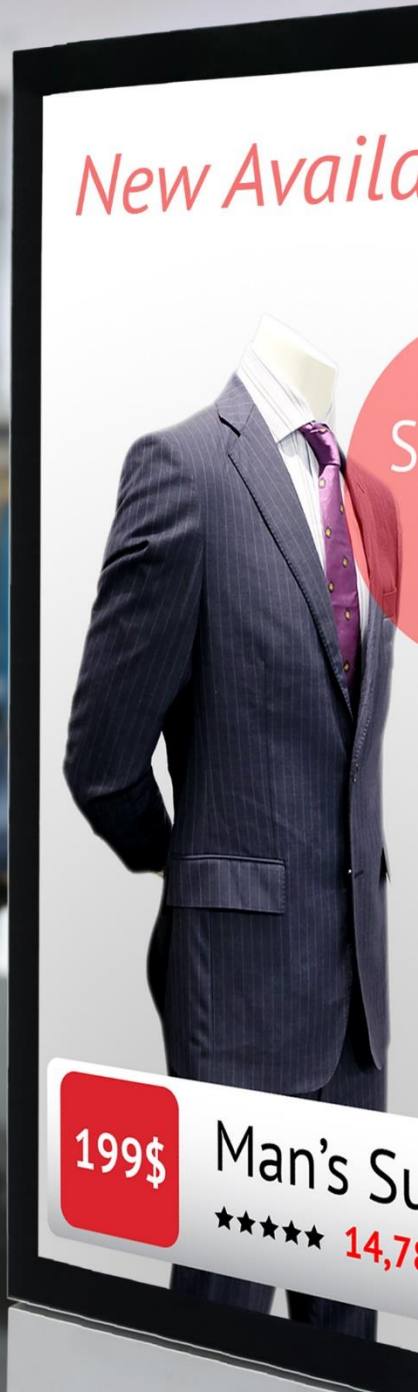


Modular and **scalable** software





Male  
Age 30



# BioMarketing



Recognizes and classifies visitors and customers by: age, gender, ethnicity, and other physical characteristics



Provides demographic statistics: date and time



Ideal for targeted advertising, market segmentation or digital signage



# MODULES

TO CUSTOMIZE YOUR PROJECT



## BIOMASTER

Centralized  
management.



## BIOCOMPARE

Forensic analysis of  
alarms.



## BIOCOM

Integration with  
applications.



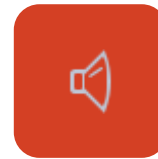
## BIODATABASE

Importing  
images.



## BIOREGISTER

Supervised  
registration.



## BIOALARM

Alerts on  
mobile devices.



## BIOID

Mobile app for facial  
identification.



# COVID19 PORTFOLIO OF SOLUTIONS

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## 01 - AVOID PUBLIC CONTACT



### SUBJECT IDENTIFICATION

Identify subjects accurately even with large facial occlusions, such as when wearing a face mask.

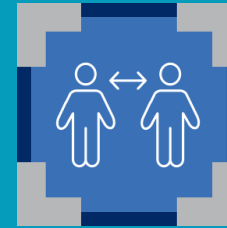
## 02 – WEAR PPE EQUIPMENT



### MASK DETECTION

Detect whether subjects are wearing a mask or not, send an alert to the system if someone is not.

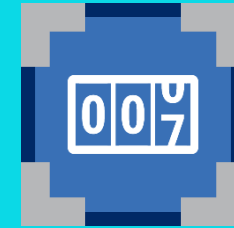
## 03 – SOCIAL DISTANCING



### SOCIAL DISTANCING

Monitor crowd density, send an alert to the system if proximity exceeds a pre-determined threshold.

## 04 – AVOID CROWDED SPACES



### OCCUPANCY CONTROL

Monitor venue capacity by counting how many people have entered and exited a specified area.

# CUSTOMER ORIENTED

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**HPP**

**Herta Partner Program**

Supporting our partners in  
growing business and increase profitability



**HTP**

**Herta Training Program**

Online training accessible at anytime,  
anywhere



**HES**

**Herta Enterprise Support**

Maintenance and prompt support services to  
keep optimum software performance

# UNIQUE SELLING POINTS

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SPEED & ACCURACY



HIGH RESOLUTION & CROWDS



REGISTRATION & MULTIPLE LISTS



SCALABILITY

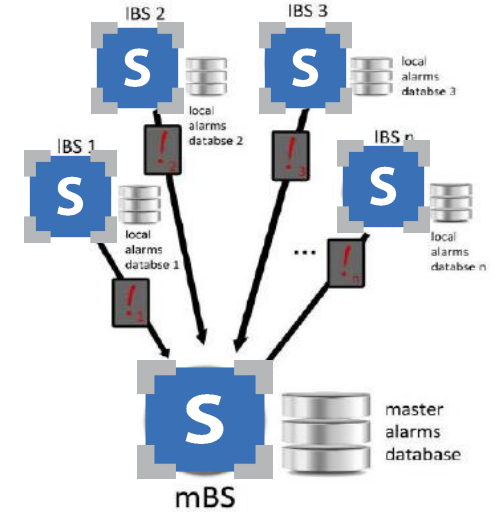






## HD & CROWDS

## SCALABILITY



BioSurveillance Master manages users and events centrally. Local BioSurveillance systems connect to a Master BioSurveillance in real time. The system is fully scalable.

# CUSTOMERS



São Paulo Hospital



VA Clinic Cape Coral (FL)

## Health



Colombian Senate



Sofia City Hall



Medellin City Council



REPUBLIC OF ESTONIA  
TAX AND CUSTOMS BOARD

## Governments



Thai Police



Spanish National Police



Guardia Civil



Indonesian Police



German Police



ESTADIO CAMPEÓN DEL SIGLO  
CLUB ATLÉTICO PEÑAROL



Samara



GRAN PARQUE CENTRAL  
CLUB NACIONAL DE FOOTBALL



PUNJAB POLICE  
Government of The Punjab



Uruguay Mol



Dutch Police



Colombian Police



Taichung Police



GSP Chipre



## Sports Stadiums

## Law Enforcement

# CUSTOMERS



Events



Benin Airport



Nicaragua airport



Critical Infrastructures



PHUKET



VILLE DE NICE



JAMAICA EYE

Safe Cities



Leisure



Gaming

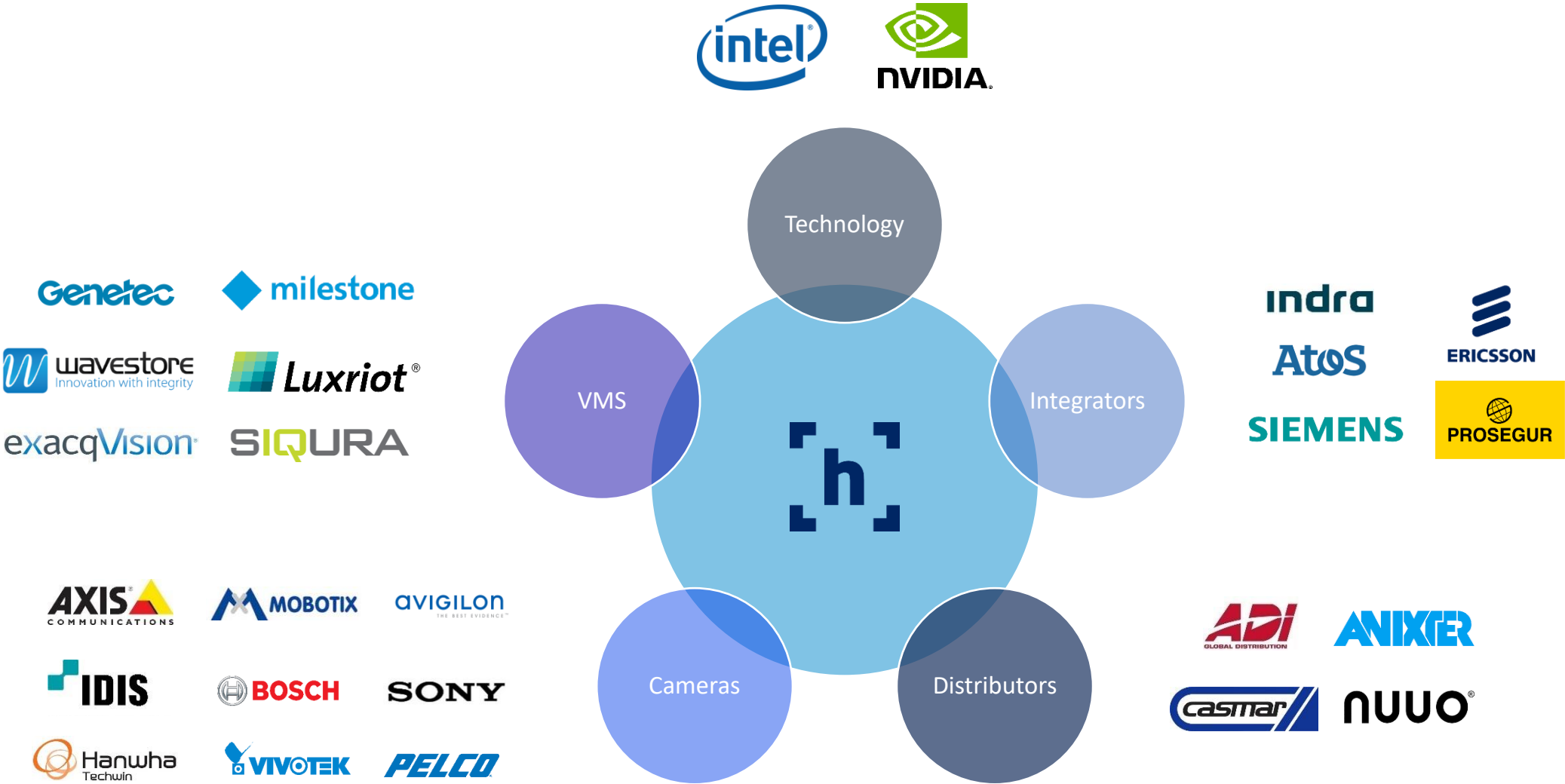


دوحة فستيفال سيتي  
Doha Festival City

Shopping Centers and Museums



# PARTNER ECOSYSTEM



# PATENTS AND PUBLICATIONS

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## Patents USA:

- Parallel Object Detection Method for Heterogeneous Multithreaded Microarchitectures. U.S. Patent US9235769
- Graphical User Interface. U.S. Patent USD682859-S1
- European Patent EP 20020188.7 Edge station, method, system and computer program for crowd behaviour analysis, facial recognition and/or object detection

## Publications:

- "Work-Efficient Parallel Non-Maximum Suppression Kernels". IEEE, 2020.
- "The AXIOM Project: IoT on Heterogeneous Embedded Platforms." IEEE Design & Test, 2019.
- "DemogPairs: Quantifying the Impact of Demographic Imbalance in Deep Face Recognition." IEEE, 2019.
- "Facial recognition application for border control". IEEE, 2018.
- "Accelerating Linux and Android applications on low-power devices through remote GPGPU offloading". Concurrency and Computation: Practice and Experience, Volume 29, Issue 24, Wiley, December 2017.
- "The AXIOM platform for next-generation cyber physical systems". Microprocessors and Microsystems 52, pp. 540-555, 2017.
- "Heterogeneous Secure Multi-level Remote Acceleration Service for Low-Power Integrated Systems and Devices" CF 2016 [Best Paper Award]
- "Work-efficient Parallel Non-maximum Suppression for Embedded GPU Architectures" ICASSP 2016
- "A Deep Analysis on Age Estimation" Pattern Recognition Letters 2015
- "Facial Age Estimation Through the Fusion of Texture and Contour Descriptors", ECCV 2014

# LEGAL ADVICE

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A complex, futuristic digital background with a dark blue gradient. It features glowing blue and white circuit lines, nodes, and data streams. A central circular element, resembling a stylized eye or a data portal, is the focal point, with the word "THANKS!" written in white, uppercase, sans-serif font inside it. The overall aesthetic is high-tech and digital.

THANKS!

For more information visit [www.herta.ai](http://www.herta.ai)  
or contact us at [info@hertasecurity.com](mailto:info@hertasecurity.com)