



Making Cameras Smart and GDPR Compliant For Cities and Industry

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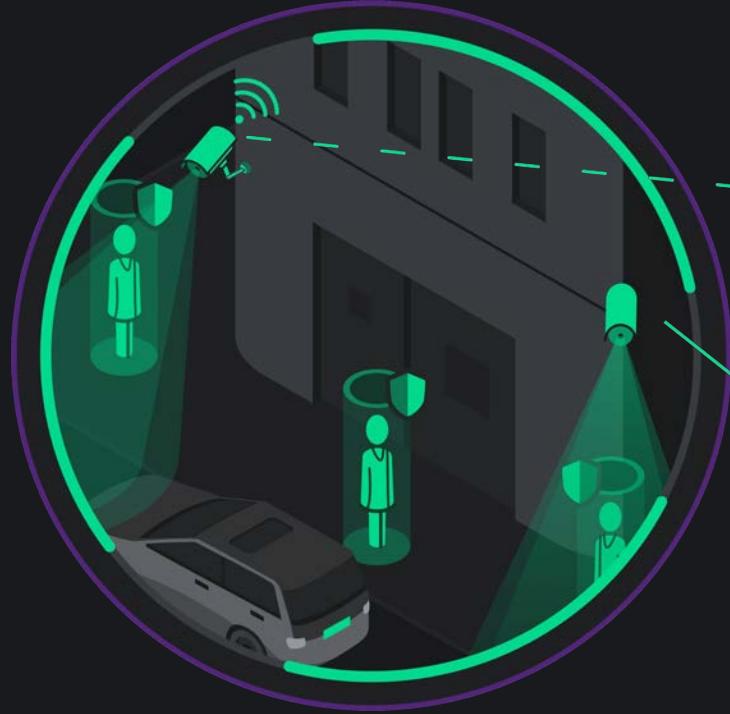
A photograph of a brick wall covered in a dense grid of surveillance cameras. Two women are standing at the bottom left, looking up at the wall. The scene is dimly lit, creating a somber and watchful atmosphere.

People do not like being watched

... and a lot of cities and businesses
struggle to use cameras and AI
even if for good!

/// We enable cameras to help but not to invade our privacy

NATIX makes your camera smart and GDPR compliant. Connect off-the-shelf computer to any camera, install our software on them, and let the AIs track a change in any given state



Camera of your choice



Off the Shelf Hardware
with our Software
installed



Our Dashboard or any of your systems

Observe

Process and Detection

Notify

/// Our unique features you can benefit from



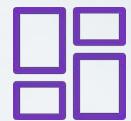
Made AI easy for you

Build and deploy using NATIX SDK and VisionDeploy



Enhanced privacy

On device processing and Anonymization AI



Everything you need to complete your project

Camera Health AI, Event detection dashboard and more



[Check what else you can do with NATIX](#)



[Click here to learn more](#)

/// Who Benefits and What?

Customer Groups



Cities /
municipalities



Industrial
Campuses



System
Integrators

Benefits



Up to
85 % Cheaper



Highly
Privacy Preserving



Shorter
Time-to-launch

/// Our products using NATIX technology gaining traction



[Virtual Doorman](#)



Click here to learn more

TZL[™]
TECHNIKZENTRUM LUBECK

Dräger

Deutsche
Telekom



[Parking Spot Monitoring](#)

TRAVEKOM



[Crowd Density](#)



The Hague



[Zone Safety Monitoring](#)

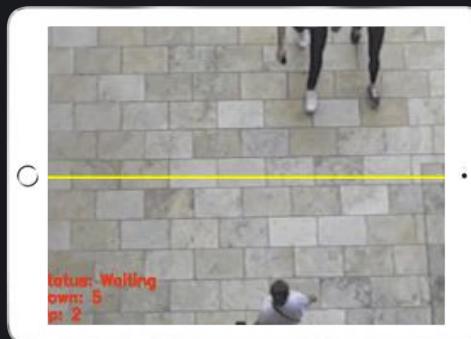
e-on Dräger

/// NATIX SDK Features

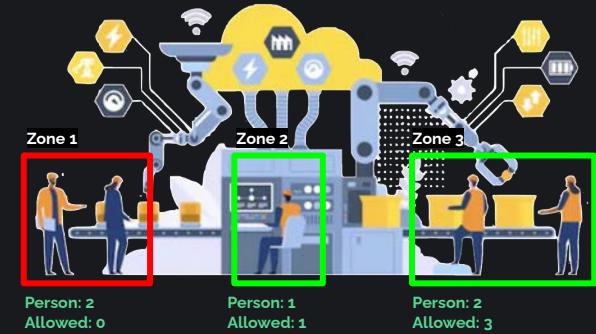
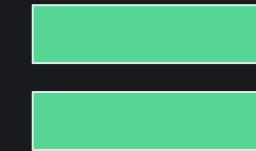
enabling anyone to build event detection applications in only few lines of code



Object detection
(person, car bicycle, etc.)



Virtual Fencing
(creating a virtual zone in
the camera view)



Use-case of your choice
(e.g. zone safety
supervision)

/// Target Market 2022 - Event Detection via Cameras

45.7 Billion €

Opportunistic edge computing
software for **connected cameras**
worldwide

Total Addressable Market

685 Million €

Opportunistic edge computing
software for **city & company** owned
cameras worldwide

Serviceable Available Market

144 Million €

Opportunistic edge computing
software for **75 Smart City- & 500
Smart Campus projects**

Serviceable Obtainable Market

/// Our Current Trawtions



Camera
Manufacturer

Partners



Smart City Accelerator Program

AI Chip
Manufacturer



INCEPTION PROGRAM

AI Chip
Manufacturer



Accelerator/
Investor



System
Integrator



System
Integrator



The Hague

Customers



DE

Project Pipeline

/// Founding Team



Omid Mogharian
Tech & Development

- Computer Scientist and Applied Mathematician
- 12+ years of experience as software developer/architect
- Disrupt program lead of PwC's innovation lab (DigiSpace)
- Serial entrepreneur



Lorenz Muck
Product & Market

- 6+ years as team lead, consultant & product owner
- Development and market launch of numerous web, mobile, desktop and VR apps
- Product Owner at Aiconix, was in charge of several Video Machine Learning projects



Dr. Alireza Ghods
Business Development & Investor Relations

- PhD in Electrical Engineering
- 5+ years of R&D experience in IoT (EU-H2020 projects)
- PwC Europe Consumer IoT lead
- PwC Europe Blockchain co-lead



aiconix.ai +meebility ili CONSULTING

BOXPLAN VIDEOBEAT NETWORKS Bonsai WRITER



SIEMENS



ZIGPOS

VOLVO



NATIX

CONTACT US

hello@natix.io

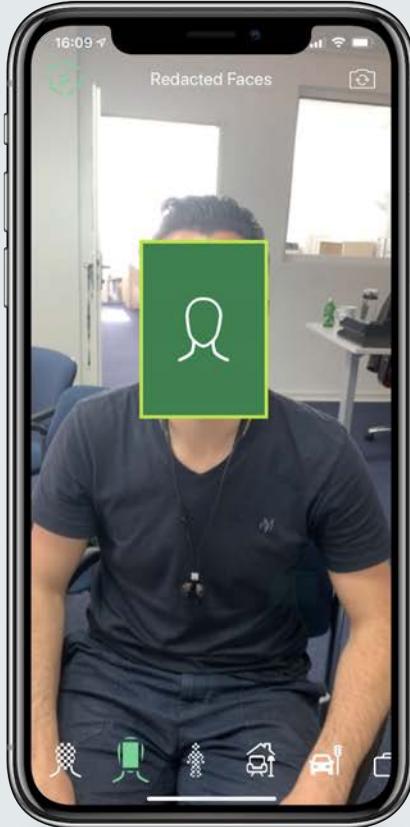
Supporting Documents



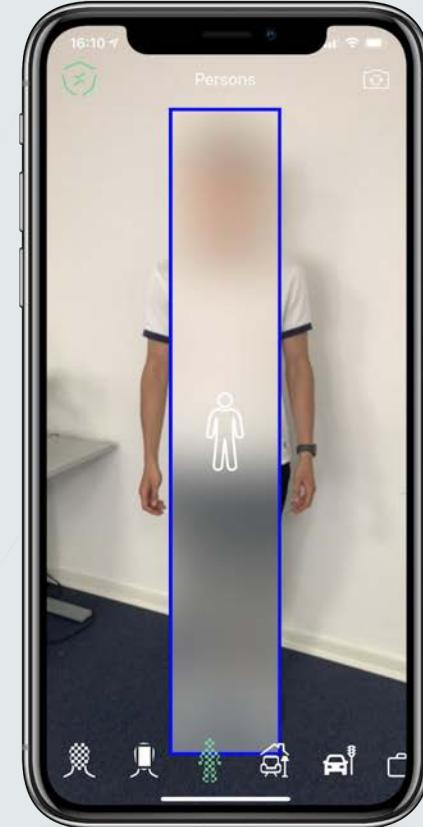
/// Our on-camera anonymization module making NATIX compliant with GDPR and local labor laws



Blurred Face Anonymization



Redacted Face Anonymization



Body Anonymization

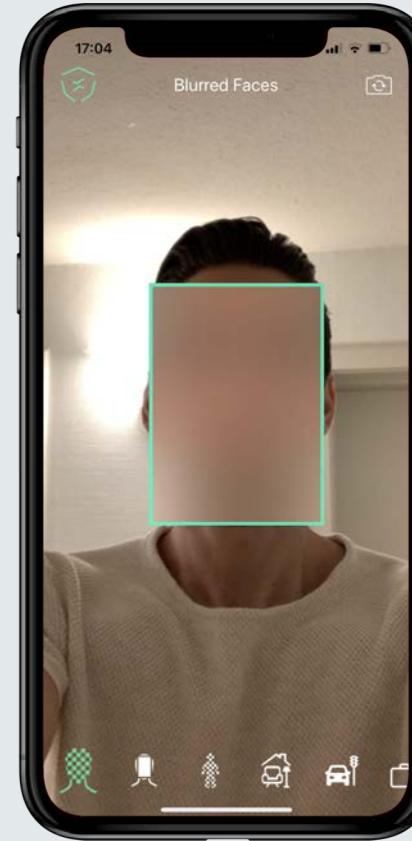
Note: The pictures are taken using a smartphone and [NATIX Vision App](#). The app is for demo purposes only. An improved anonymization module is installed on city or industrial campus cameras for real-time anonymization.

/// NATIX Vision App

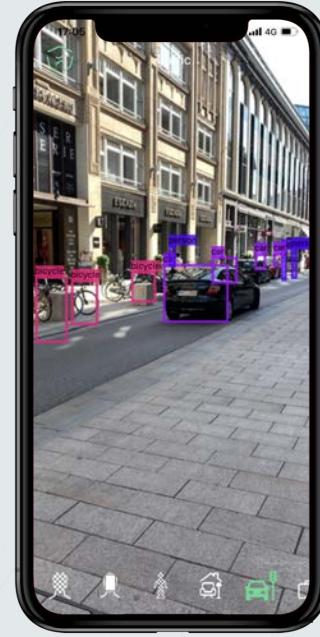
For easy demoing of NATIX use-cases to clients

The current version includes

-  Different face anonymization models
-  Different person anonymization models
-  Traffic Participants (car, bicycle, pedestrian, etc.)
-  Mask detection
-  Helmet detection
-  and more!



Face anonymizer



Traffic Participants



[Interested to test NATIX Vision App?
come talk to us!](#)

/// Competitor Landscape and Key Differentiators



Privacy-preserving:

processing the video compliant with data privacy regulations

	*AnyConnect	Security & Safety Things	LANEYES	alwaysAI	COGNIAC.	brighterAI	NATIX
Privacy-preserving:	✗	✗	✗	✗	✗	✗	✓

Privacy-enforcing:

on-camera anonymization in case a footage has to be shared

	*AnyConnect	Security & Safety Things	LANEYES	alwaysAI	COGNIAC.	brighterAI	NATIX
Privacy-enforcing:	✗	✗	✗	✗	✗	✓	✓

SDK:

Software Development Kit enabling developers to create event detection AI with only few lines of code

	*AnyConnect	Security & Safety Things	LANEYES	alwaysAI	COGNIAC.	brighterAI	NATIX
SDK:	✓	✗	✓	✓	✓	✗	✓

Deploy and Execute:

bring the Event Detection AI to the hardware of your choice in no time

	*AnyConnect	Security & Safety Things	LANEYES	alwaysAI	COGNIAC.	brighterAI	NATIX
Deploy and Execute:	✓	✓	✓	✗	✗	✗	✓

Swarm Analytics:

cameras collaborate to analyze a situation that individual cameras identify

	*AnyConnect	Security & Safety Things	LANEYES	alwaysAI	COGNIAC.	brighterAI	NATIX
Swarm Analytics:	✗	✗	✗	✗	✗	✗	✓

/// Community



Alireza Masrour
(Plug and Play)
Investor & Strategy Advisor



Christoph Schweizer
(TraveKom)
Smart City advisor



Michel Tworek
(PwC)
Go-To-Market & Strategy Advisor



Prof. Alexandropoulos
(NKUA)
AI & Mobile Systems (5G) Advisor



Alfy Louis (Onfido,
ForgeRock)
US & Scale Advisor



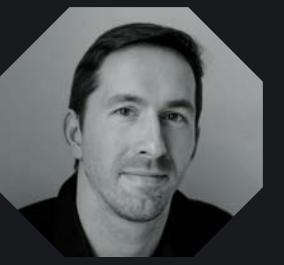
Domantas Jaskunas
(NOIA)
Software Defined Network Advisor



Ali Pasha
DLT Advisor



Ali Boushehri
AI and Computer Vision



Florian Salihovic
Software Engineering



Dr. Diego Marmsoler (TUM)
Formal Methods for Blockchains Advisor



Ben Kebdani
Sales and Acceleration



R&D Partners