

Avigilon Adds Appearance Alerts to Commercial Video Management Software

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AI-powered facial recognition technology will help commercial customers enhance safety and efficiency

[Avigilon Corporation](#) ("Avigilon"), a Motorola Solutions company, today announced the newest version of its video management software, [Avigilon Control Center \(ACC\) 7.4](#), which incorporates artificial intelligence-powered facial recognition technology.

The new "appearance alerts" capability will help commercial organizations, such as educational institutions and hospitals, accelerate response times by identifying people of interest in enterprise settings. For example, the technology can alert the security team at a local high school when a banned or flagged individual has entered the campus.

People of interest are identified based on a secure, controlled watch list created and maintained by authorized users at the commercial organization. For organizations that use the new ACC™ software and license their Avigilon cameras for facial recognition, cameras will seek to identify potential matches based on the watch list. If a potential match is found, the user is alerted within the ACC software, and security personnel can then determine whether further investigation or action is necessary.

"Our latest ACC software delivers substantial benefits to our commercial customers by offering facial recognition technology in a secure and controlled manner," said John Kedzierski, senior vice president, Video Security Solutions, Motorola Solutions. "The appearance alerts capability enables our customers to move from a reactive approach – staring at a wall of video feeds where critical information can be easily missed – to a proactive approach that brings important information directly to authorized users so they can make better-informed decisions."

"It's important to note that we view facial recognition as an aid that can improve the decision-making of the user – it does not make consequential decisions or initiate actions on its own. We refer to this approach as 'human in the loop,' and it is foundational to the way we apply AI," added Kedzierski.

ACC's new facial recognition capabilities reflect Motorola Solutions' commitment to the responsible use of artificial intelligence as well as individual privacy rights. Data stewardship is integral to these new capabilities, and we build compliance controls into our products to support this. For example, user authentication is required for these capabilities, audit logs of user actions are generated, data retention periods for the watch list can be specified within the application, and records can be expunged or deleted on demand as well as verified through auditing and reporting. Data is locally hosted, owned and controlled by the business or school. The data used to train the AI algorithms is also thoroughly evaluated, ensuring sufficient quantity, quality and diversity to ensure high accuracy and consistent performance.

ACC 7.4 software is now available for download. For more information on product availability, please [contact sales](#) or come see the product demonstration at Intersec 2020, at the Dubai International Convention and Exhibition Centre (stand SA B12), in Dubai, UAE, Jan. 19-21, 2020.

About Avigilon

Avigilon, a Motorola Solutions company, designs, develops and manufactures solutions in video analytics, cloud, security cameras, video management software and hardware, and access control. Avigilon is an industry leader and, together with Motorola Solutions, provides integrated solutions for video security, access control and critical communications. To learn more about Avigilon, visit avigilon.com.

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