iOmniscient

Ethical AI

Responsible technology
for people and communities



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AI for Good

Our responsibility as pioneers in Artificial Intelligence

THE ETHICAL AI COMPANY

iOmniscient pioneers both the development of Artificial Intelligence and its ethical use.

We view it as our responsibility to promote AI for good and develop technologies that help mankind.

TECHNOLOGY AND ITS PURPOSE

All technologies can be used for good or evil. A knife can cut a birthday cake or kill a person.
Nuclear technology can treat cancer through radiotherapy or make a bomb.

Artificial Intelligence also has both possibilities.

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Ethical Commitments

Principles that guide how we design and share our technology

Individual privacy and freedom

PRIVACY AND RESILIENCE

Always protect individual privacy.

Design systems to resist privacy breaches.

ACCESS AND PARTNERSHIPS

Prevent organisations that potentially threaten individual freedoms from gaining access to our technology.

Partner only with organisations that share our ethical philosophies.

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Safety & Wellbeing

AI applications that help protect people and improve health

PEOPLE AND SAFETY

- Help find lost children and elderly people.
- Improve safety at work and in public places.

HEALTH AND ESSENTIALS

- Improve health outcomes through better diagnoses.
- Improve the quality of food and water.



Helping find lost children and protecting people in public places

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Environment & Quality of Life

AI applications that support communities and the environment

ENVIRONMENT AND WORK

- Help monitor and cleanse the environment.
- Increase productivity for all types of workers and create more satisfying work environments.

CITIES AND EMERGENCIES

- Improve quality of life in cities.
- Provide fast responses during emergencies.



Environmental monitoring in an urban community

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Privacy by Design

Privacy protection within the design of video analytics

LOW-RESOLUTION ANALYTICS

Use very low-resolution video for analytics so that identities cannot be recognised.

ENCRYPTED REDACTION

- Protect identity through encrypted redaction.
- Only appropriately authorised personnel with a decryption key can reverse the redaction.



Illustrative view of identity redaction in CCTV footage

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Responsible Data Use

Data handling and a clear focus on beneficial uses

DATA AND OWNERSHIP

Encrypt all data and store it as Meaningful Meta Data (MMM).

Avoid maintaining large databases that create potential privacy breaches.
Information is owned and stored by the individual.

PURPOSE AND AUDIO

Focus on safety and market intelligence rather than surveillance.

Do not record voices that could be used to identify people.

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Legacy System Protection

Extending privacy protection to existing CCTV environments

Helping others who lack privacy technology

EXISTING VIDEO SYSTEMS

CCTV systems are ubiquitous. Many environments already have video recording and management systems where human operators can identify people in the footage.

LAYERED PRIVACY PROTECTION

iOmniscient’s Privacy Protection system can be layered onto these legacy systems so they too can protect privacy.

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About iOmniscient

Partnership

All iOmniscient Products run exclusively on Intel based computing hardware using OpenVINO™

- The use of Advanced AI technology that goes beyond Deep Learning enables iOmniscient to run its systems without the need for 3rd party GPUs.
- This reduces the power required by a factor of 16 – resulting in a 16-fold reduction in the carbon footprint.
- This is just one part of a multi-faceted program to help customers to implement Sustainable Systems.

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About iOmniscient

- iOmniscient is an **Ethical AI** company.
- It offers **multi-sensory (video-sound-smell) Artificial Intelligence based analytics for Autonomous Systems.**
- It focuses on ensuring **Outcomes** for its customers.
- With **over 2 decades of experience,** iOmniscient systems have been demonstrated to be **robust,** operating with high accuracy and few false alarms specially in **complex and crowded** environments.
- By design, its systems **reduce the cost of infrastructure** required:
  - they can use existing cameras
  - they require fewer cameras with lower resolution
  - they require 90% less storage and network bandwidth
  - they are computing light and require no GPUs
  - they allow autonomous operations requiring fewer personnel to operate
- iOmniscient has implemented projects in **70 countries.**
- With over **70 international patents** many of its capabilities are unique and unavailable from any other source.





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