



# THE ONLY GDPR COMPLIANT SOLUTION THAT TURNS SURVEILLANCE VIDEOS INTO USEFUL DATA



Hashplay's distributed and highly scalable **EAST** (Entity Anonymous Safety Tracking) extension has five key highlights:

## 1. EAST video computer vision AI

The AI has been trained to detect people and vehicles as well as on safety issues such as "people wearing helmets" or "people wearing safety vests" Video feeds are analyzed and geospatial context of detected entities is derived from the image through patent pending algorithms.

The data about detected objects, their geospatial context is sent anonymized to the data engine.

The computer vision AI can download improved models on the fly and hence adapt to different rollout scenarios.

## 2. A single point of truth

The data engine is capable of combining and joining several sources of data to create a complete data reality of the operation, such as combining data from multiple camera angles or an additional feed from thermal imagery.

It is based on an off-the-shelf GPU database such as MapD or SQream-depending on estimated data volume.

### 3. Powerful in real-time

The data engine is accompanied by several microservices, the real-time ingest and data crawler services that can handle high velocity data ingest and the synchronization of other data from operations-relevant databases.

### 4. A web-based data builder

This allows companies to add additional data sources and define custom views, including mapping data to digital twin objects in Extend Reality (e.g. VR, AR, MR) - or in a browser.

There is role-based user management that allows the clear separation of passive users for collaboration, and users who can define custom view on the data in the data builder

### 5. Data explorer

This is the visualization front end for Extend Reality (XR) or the web. It provides the user interface to access and drill down on live and historical data.



Want to see how Immersive Data can get you results?

**Talk to us to schedule a demo**



**Philipp Mohr**

CEO & Co-Founder  
Strategy, Vision & Finance



**Ingo Nadler**

CTO & Co-Founder  
Product, Research & Development



**Jan Schlütter**

COO & Co-Founder  
Operations & Sales



@hashplayinc



Hashplay Inc



<http://hashplay.net>