



ISARSOFT

We make every camera count

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# From cameras to insights: The power of Video Analytics

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Facilities across industries are already equipped with cameras. However, most of this valuable visual data remains untapped. Relying on manual monitoring is slow, expensive, and prone to human error - meaning critical operational insights are often missed. Without real-time understanding, organizations are forced to react to problems after they occur rather than acting proactively.

Isarsoft Perception helps organizations realize this potential by connecting to existing camera systems, processing video data securely, and delivering actionable insights through intuitive dashboards. Isarsoft empowers operators to move from simply seeing to truly understanding. This transition is part of a massive industry shift: with the global video analytics market projected to reach USD 94.56 billion by 2034, organizations are rapidly embracing intelligent systems to drive faster, data-driven decisions across their infrastructure.

## Driven by innovation and high security standards since the first project

Isarsoft is a Munich-based leader in video analytics founded in 2019. The company was born when CEO Oskar Haller realized the inefficiency of manual traffic surveys during a metro ride, which sparked a vision: replacing in-efficient data collection with AI video analytics. From an initial 50-camera pilot to a global presence, our steady growth is fueled by a commitment to technical excellence and a passion for our customers' projects.

## Trusted by leading companies

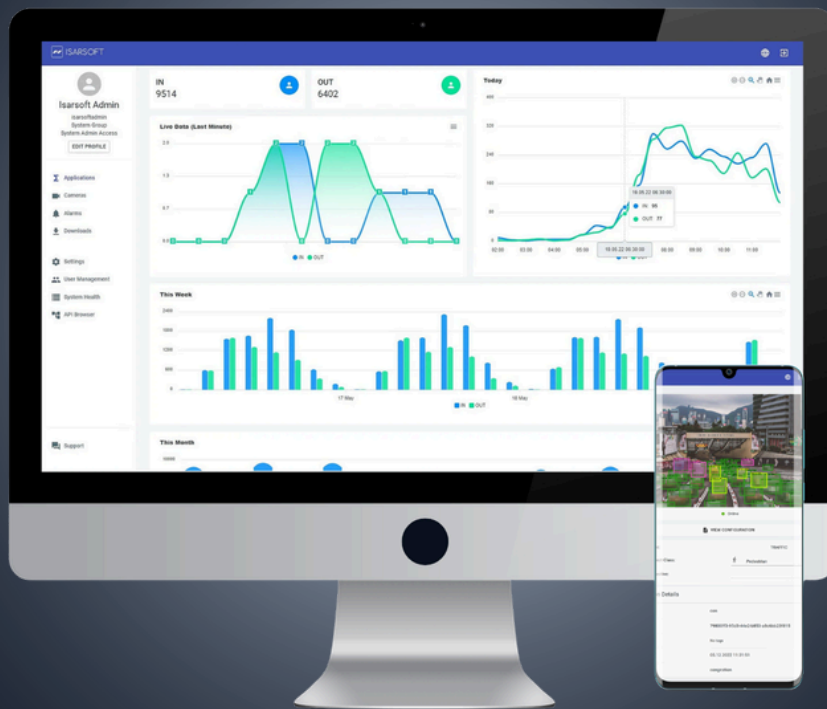


Stadtwerke Münster

WIEN  
MUSEUM



# Isarsoft Perception



## Leveraging existing infrastructure

As a software-only solution Isarsoft Perception analyzes video data, connects with your VMS and BI systems and makes patterns and insights visible.

## Better data, smarter decisions

Isarsoft Perception delivers 24/7 reliable insights in real-time for your best data-based decisions in planning and optimizing your business.

## Clarity for every team






Isarsoft Perception makes it easy for your operations, security or marketing team to understand what is going on at one glance.

# Privacy as a core feature

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At Isarsoft, privacy and information security have always been at the core of our values. We believe that safeguarding data is not only a responsibility but also a foundation for building lasting trust with our customers, partners, and stakeholders.

isarsoft Perception offers several functions to ensure data protection and compliance with legal regulations. Developed using modern methodologies, our software ensures data security through state-of-the-art technology.

	<b>GDPR compliant</b>		<b>ISO 27001 Certified</b>		<b>Made in Germany</b>
	<b>No Biometrics</b>		<b>Internal &amp; External Audits</b>		<b>Processed locally</b>

## Data Privacy

### Privacy-First Processing

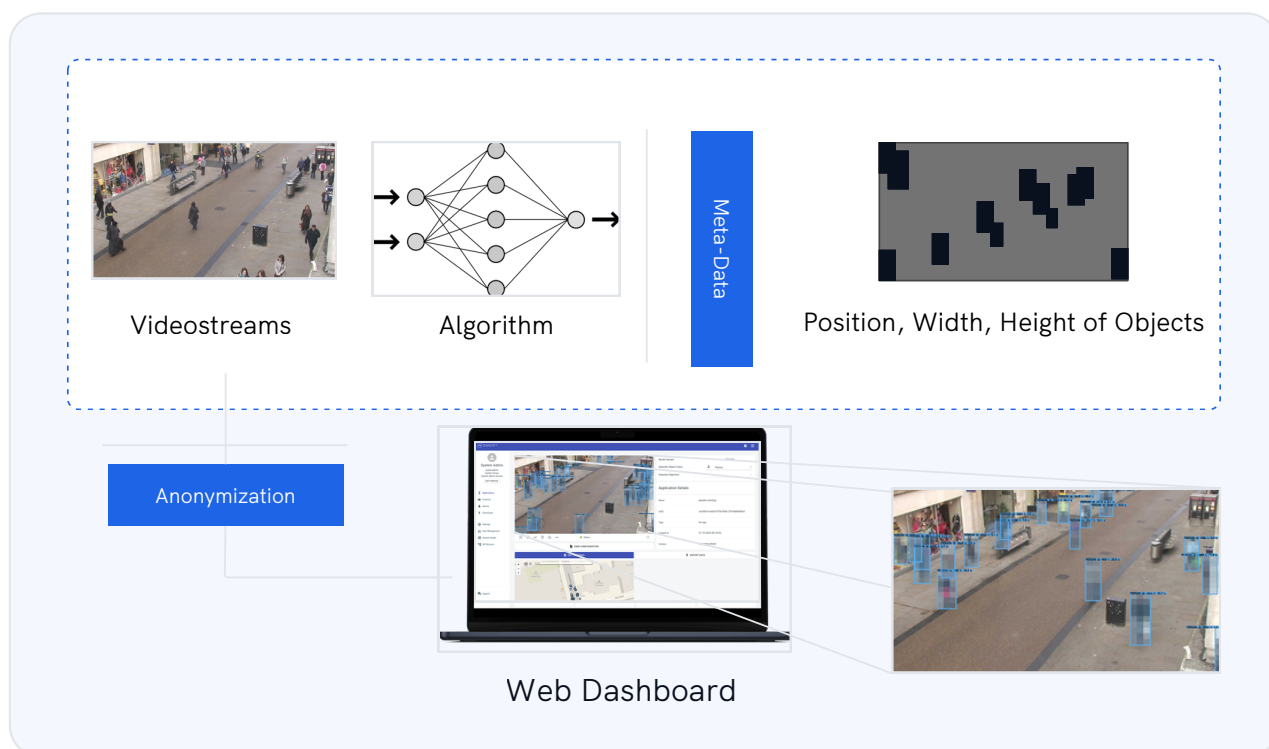
Selected video streams are analyzed in real time without the collection or processing of biometric features. To ensure maximum privacy, the raw live feed remains strictly for analysis and is never accessible through the user interface.

### GDPR Compliance

Isarsoft Perception complies with all relevant privacy policies and regulations, including GDPR. This compliance ensures that data is collected, processed, and stored in a manner that respects individual privacy rights.

# Security as a core feature

## Data Security



### Encryption

Communication between the user interface and the server is secured via HTTPS. To ensure maximum data privacy, we exclusively use TLS with Perfect Forward Secrecy (PFS). While Isarsoft Perception generates a self-signed certificate by default upon startup, it can be easily configured to utilize custom, user-provided certificates to meet specific security requirements.

### User Management

Access to the GraphQL API, the user interface, and all sensitive data is strictly controlled through integrated User Management. To ensure cryptographic security, all passwords are stored using salted hashes. Our permission structure is designed for maximum privacy; for example, the "Restricted User" level is prohibited from viewing any video or image data.

# Isarsoft Perception for your industry

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## Retail

Go beyond footfall, monitor the whole customer journey, track engagement and optimize stores.



## Commercial Real Estate

Maximize asset value and space utilization by measuring occupancy and footfall.



## Airports

Achieve terminal excellence with improved operational and security processes and insights into the passenger journey.



## Public Transport

Build a reliable network for passengers on the basis of real occupancy at stations and inside vehicles and origin destination analysis.



## Road Traffic

Lay the foundation for future mobility with 24/7 traffic counting, modal split analysis and understanding origins and destinations.

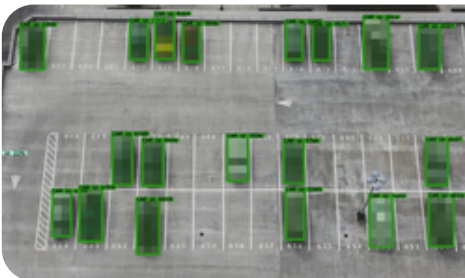
# Isarsoft Perception for your industry

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## Ports

Establish a modern port management with optimized freight flow, automated gate management and real-time traffic analysis.



## Parking Spaces

Maximize parking space utilization and provide a seamless experience with real-time occupancy data.



## Logistics

Increase throughput and efficiency by detecting codes and license plates or monitoring workflows.

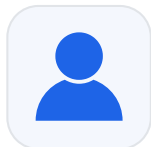


## Museums

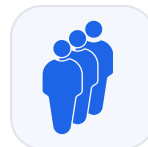
Create a safe and engaging exhibiton with insights for improving layouts, managing visitor flow, and identifying security threats.

# Use Cases

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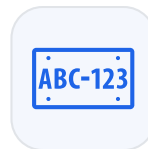
**People Counting**  
Count passengers,  
customers and vehicles



**Queue Management**  
Detect queues and  
manage wait times



**Video Redaction &  
Anonymization**  
Blur faces and license plates



**License Plate  
Recognition**  
Detect license plates



**Container Code  
Recognition**  
Detect container codes



**Traffic Monitoring**  
Count vehicles  
permanently



**Origin Destination  
Analysis**  
Understand traffic flow



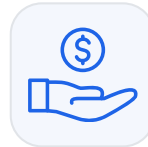
**Customer  
Demographics**  
Learn people's age  
and gender

# Use Cases

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**Customer Journey Measurement**  
Track customers from entrance to check-out



**Loss Prevention**  
Detect suspicious behavior



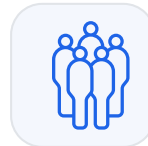
**Object Detection & Motion Analysis**  
Detect suspicious objects and track movements



**Smart Video Search**  
Find persons and objects by attributes



**Parking Lot Monitoring**  
Measure occupancy and throughput



**Crowd Monitoring**  
Measure density and suspicious behavior

# Unlock the potencial of your existing infrastructure

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## Supported cameras

To utilize existing infrastructure and scale analytics cost-effectively, Isarsoft Perception integrates with any standard IP camera, including those from Axis, Vivotek, and Bosch, via RTSP or ONVIF interfaces. This hardware-independent approach transforms existing video systems into intelligent sensors without the need for proprietary hardware.

[Learn more](#)

## Supported VMS

Isarsoft Perception integrates seamlessly with industry leading platforms to improve business processes and workflows. This software only layer delivers real time intelligence and automated alarms directly into your operational dashboard, ensuring a unified user experience.

[Learn more](#)

 Genetec™



HEXAGON

AVIGILON™



milestone

# Unlock the potential of your existing infrastructure

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## Available Integrations

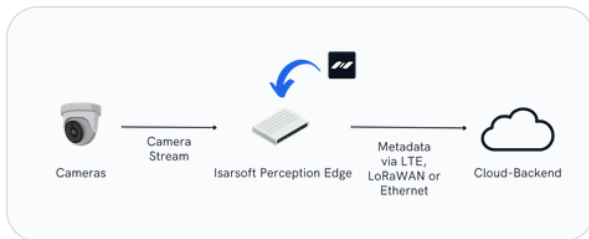
To enhance business intelligence and operational flexibility, Isarsoft Perception integrates with third-party ecosystems through a wide range of connectors, including GraphQL API, Python SDK, and industry standards like MQTT or AWS Kinesis. These pre-built integrations allow seamless data transfer to BI tools, PSIM platforms, and cloud environments, ensuring that actionable insights are delivered exactly where they are needed.

[Learn more](#)

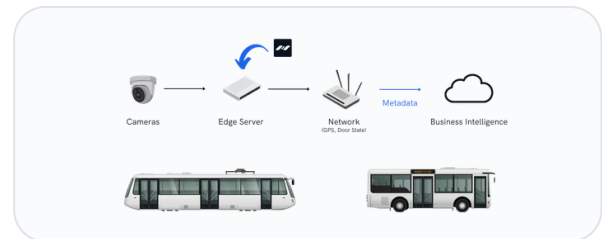


# Flexible deployment to fit any environment

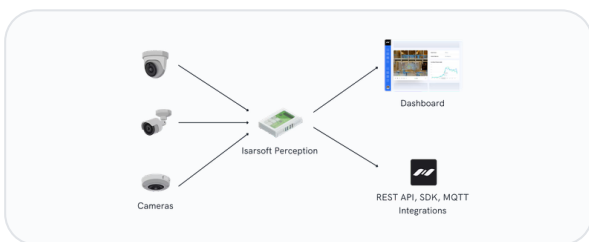
## Edge deployment



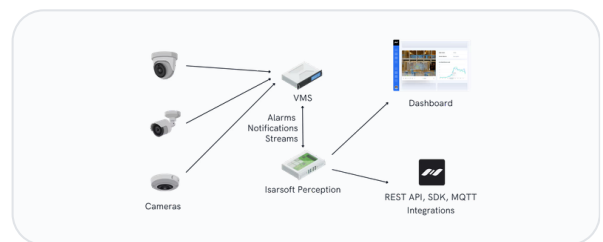
## Vehicle deployment



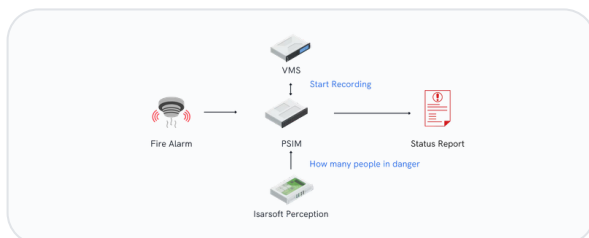
## Server and server cluster deployment



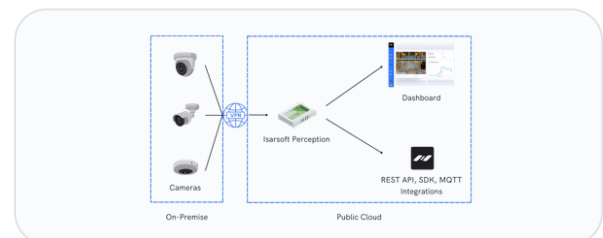
## VMS-integrated deployment



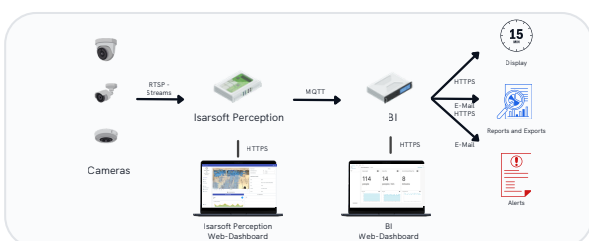
## PSIM-integrated deployment



## Cloud deployment



## BI deployment



# Ready to improve your business with Isarsoft Perception?



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