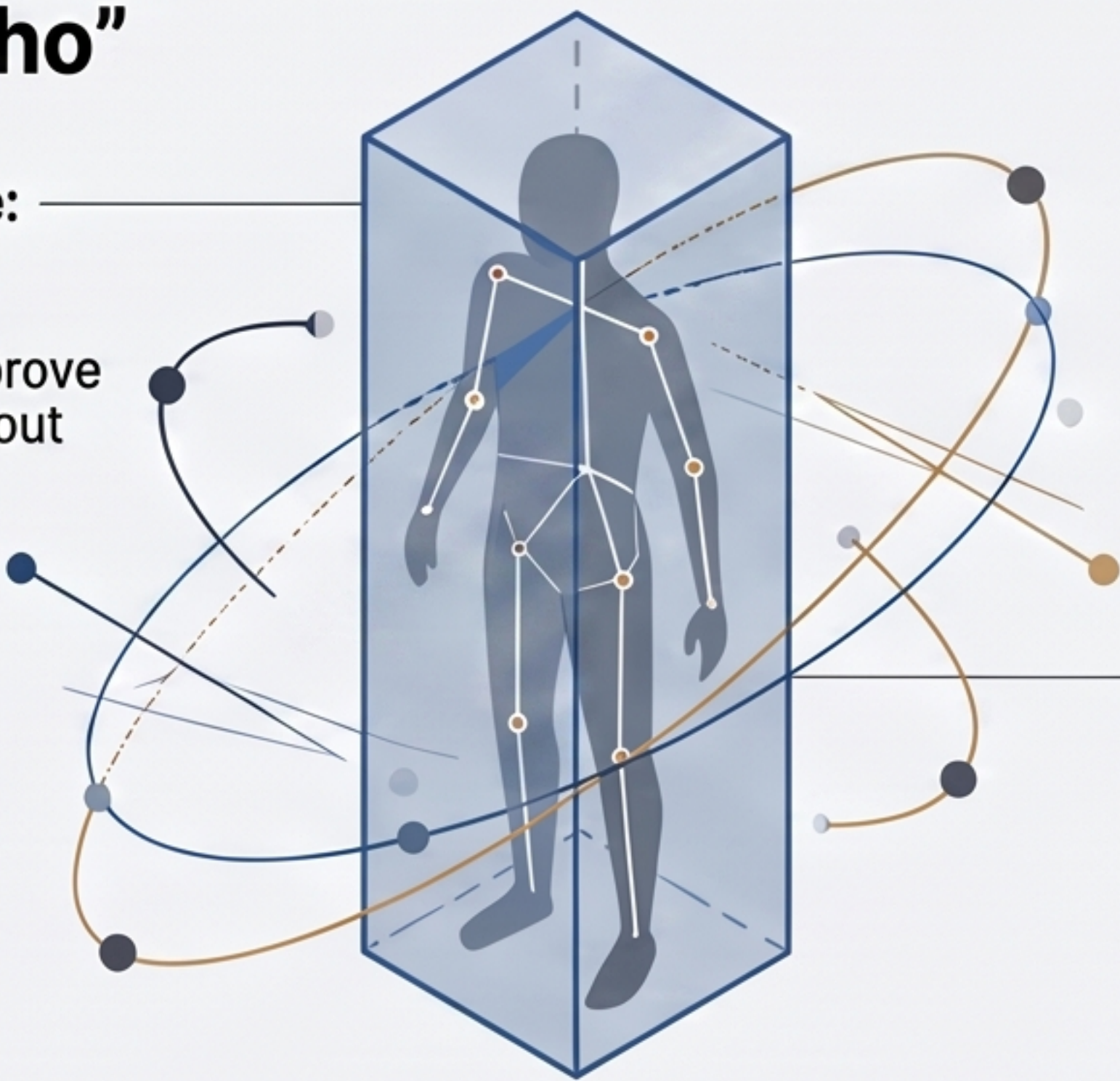


Understand Operations, Not Identities: The Optra Edge Philosophy

The Core Philosophy: “What” vs. “Who”

Operational Intelligence:

The platform focuses on activities, workflows, and movement patterns to improve efficiency and safety without identifying individuals.



Identity-Free Representation:
People are represented as anonymous bounding boxes, motion vectors, or skeletal wireframes rather than biometric profiles.

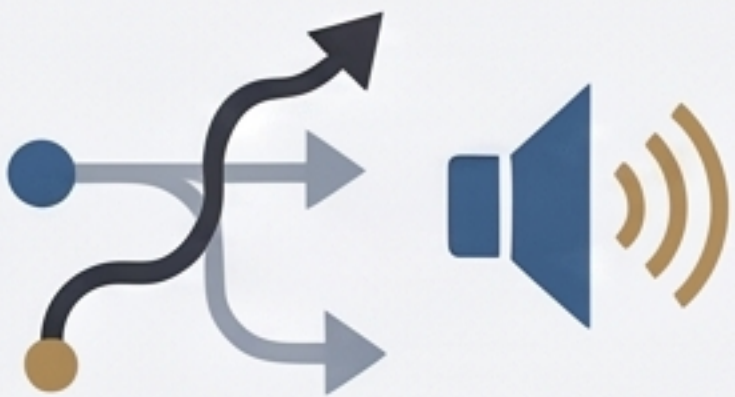
Edge-Native Architecture

Edge Device
(Customer-Controlled)

Localized AI Processing
Data is processed on customer-controlled hardware at the source, eliminating the need to transmit sensitive video streams to the cloud.

Reduced Data Exposure:
By keeping data at the edge, organizations minimize transmission risks and maintain total control over their compliance practices.

Privacy by Default



Intelligence
(Default)

Audio for Analytics, Not Monitoring:
Audio capabilities are used to detect environmental conditions or business events, not to record or analyze private conversations.

Surveillance vs. Intelligence: By default, Optra Edge does not perform facial recognition, create employee profiles, or store biometric templates.



Surveillance
(Exception)

PII as the Exception:
Personal identification is only enabled for specific, customer-defined business needs like security investigations or access control.

Layered Safeguards

Visual Obfuscation:
Organizations can apply face blurring, body blurring, and region masking at the point of capture.

Customer-Controlled Governance:
Customers define 100% of the data scope, retention periods, and rule-based access permissions to align with their specific privacy policies.