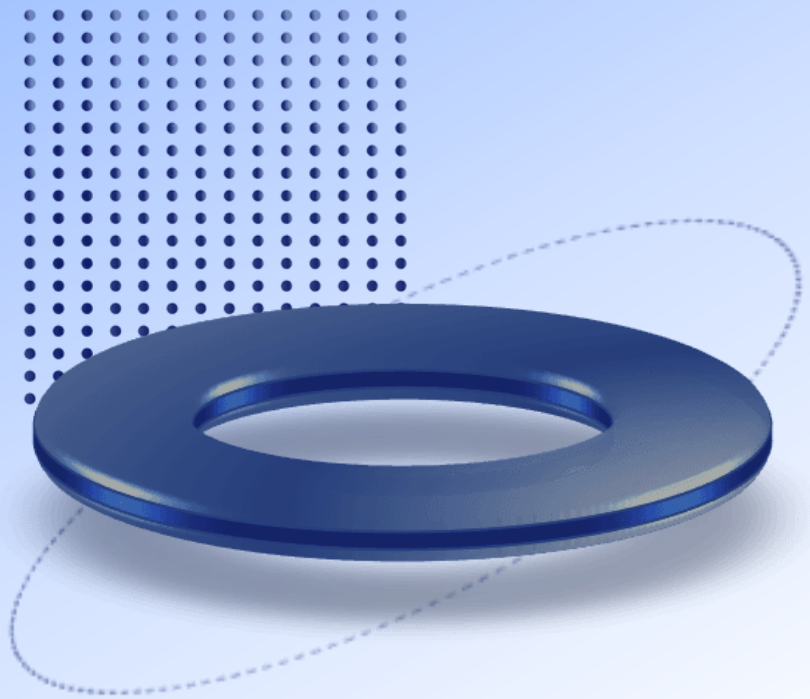


SeeDeep.Ai

See Purposefully

A New Solution to Increase Productivity in Organizations

See purposefully

Deep intelligently

CONTENT

01

PART 01
Introduction

SeeDeep Identity

Company Specialization

We are a leading knowledge-based company specializing in AI-based video processing solutions. Our goal is to transform organizations, companies, and factories to increase security and productivity through advanced AI technologies.

Target Sectors

We seek customized and scalable solutions for various sectors, including ministries, critical infrastructures, manufacturing and industrial units, commercial centers, and banks.

Core Mission

Our mission is to help managers achieve the highest level of security through accurate threat detection, intelligent crowd management, and real-time behavioral analysis of people and objects with high accuracy and a significant reduction in false alarms.

02

PART 02

Crisis

Human Monitoring Does Not Scale

Human Monitoring Limitations

Despite massive investments in CCTV infrastructure, most organizations still face **critical and costly gaps** in their monitoring and security systems. The crisis is not the cameras themselves—but the **human-dependent monitoring model** behind them.

Consequences of Human Monitoring

A typical operator can effectively monitor **no more than 6–8 screens** at the same time. However, large organizations operate **hundreds or even thousands** of cameras.

High Operational Costs

Cost of 24/7 Monitoring

To achieve real 24/7 monitoring, organizations need multiple operators per shift, supervisors, shift rotations, and security room maintenance.

01

This results in:

- **Huge recurring salary costs**
- Inefficient use of manpower
- Difficulty maintaining consistent quality of monitoring

02

AI Automation Benefits

AI-based automation dramatically reduces these expenses while improving accuracy, providing a more reliable and cost-effective solution for continuous monitoring.

03

Growing Security Complexity

01 Modern Security Challenges

02 Limitations of Traditional Surveillance

03 Need for Advanced Solutions

Fragmented Data

01 Data Management Issues

Cameras generate massive amounts of raw video, but the data is often unsearchable, lacks structured analytics, automated reporting, and historical pattern recognition. This results in organizations storing data without utilizing it effectively.

02 SeeDeep's Solution

SeeDeep transforms raw video feeds into a searchable, analyzable, and actionable database, enabling organizations to gain valuable insights from their video data.

Delayed Reaction

01 Impact of Delayed Response

In emergencies such as falls, suspicious packages, unauthorized access, conflict, machinery misuse, and safety gear violations, every second matters.

02 Increased Risks

Delayed detection results in higher insurance and compensation costs, greater security risks, operational downtime, and failures in public safety.

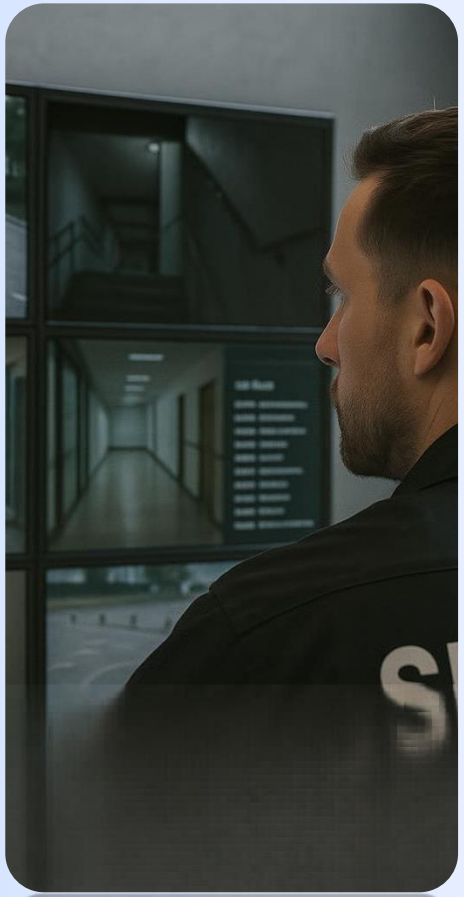
03 SeeDeep's Proactive Approach

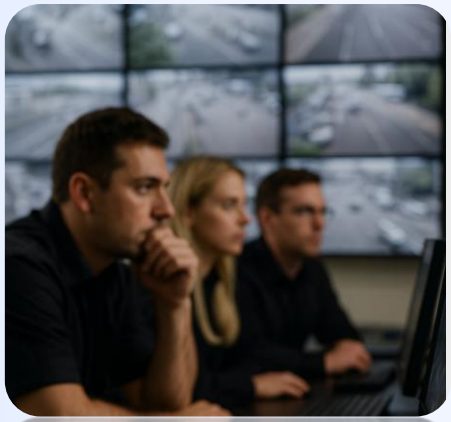
SeeDeep enables real-time, proactive alerts, reducing damage by acting instantly. This leads to faster incident response, lower risk, and improved security outcomes.

04 Enhanced Security

By providing instant alerts and actionable insights, SeeDeep enhances security and safety, ensuring that critical incidents are addressed promptly.

Inconsistent Judgment





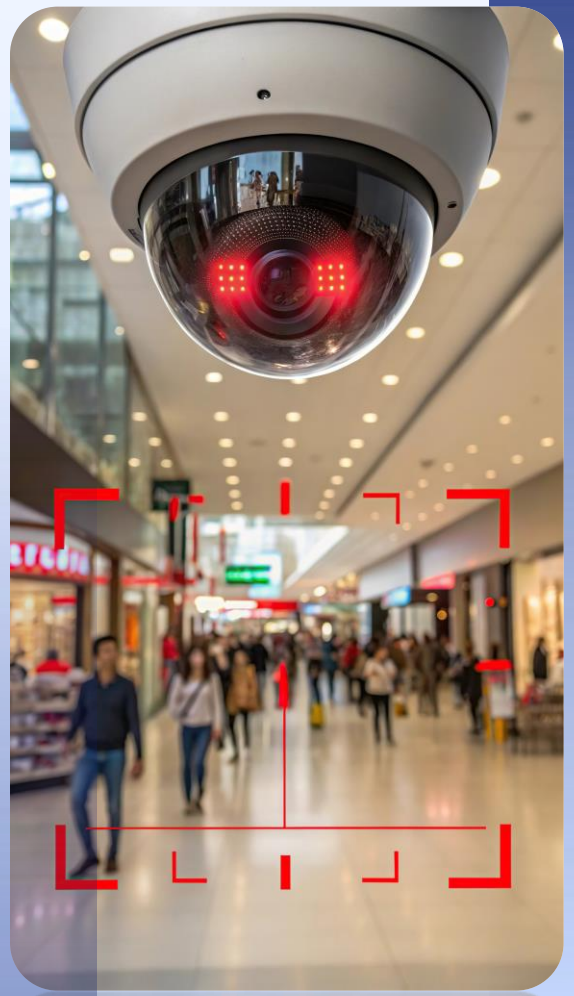
Human Interpretation Variability

Different operators interpret the same situation differently, leading to false alarms, missed alarms, lack of standardization, and reduced reliability.

AI-Driven Standardization

AI-driven systems ensure consistent, unbiased, and standardized detection, providing reliable and accurate security monitoring.

Lack of Behavior & Pattern Recognition



Limitations of Traditional Surveillance

Need for Behavioral Intelligence

SeeDeep's Behavioral Analysis

No Automated Compliance Monitoring

Manual Compliance Checks

Factories, industrial sites, and construction projects struggle with manual checks. These checks are slow, costly, and unreliable.

Automated Compliance with SeeDeep

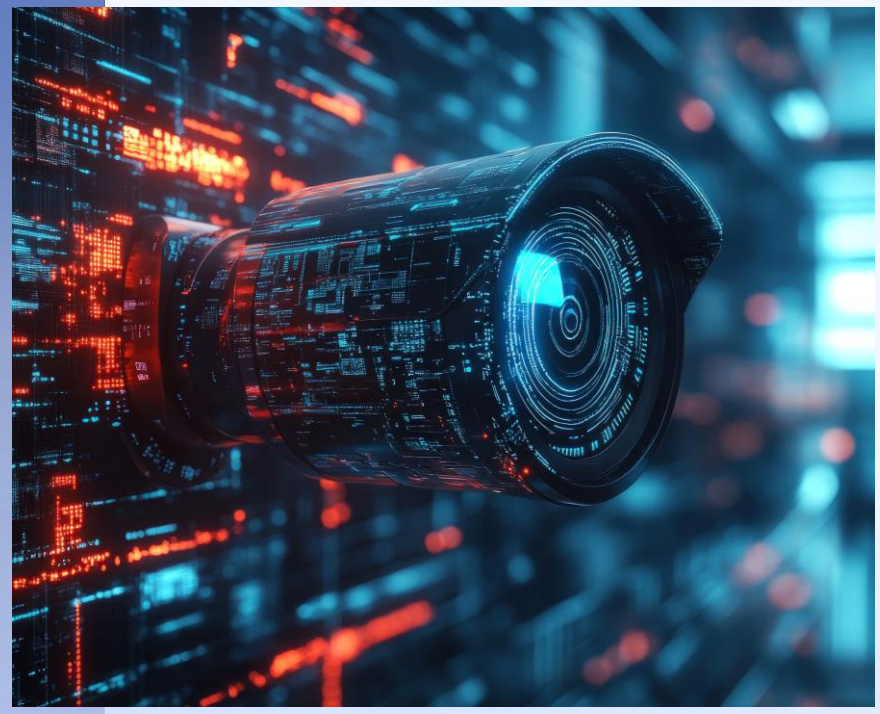
SeeDeep automates all safety compliance checks 24/7 with zero fatigue, ensuring consistent and reliable monitoring of safety protocols.

03

PART 03

Verified Market Pain

Cameras Without Vision



01

Market Overview

Organizations have cameras but lack vision, detection, and analysis. Persistence Market Research+1

02

Human Monitoring Inefficiencies

Human teams cannot keep up with the volume of video data, resulting in critical gaps in monitoring and security. ArcadianAI: AI Security Guards+1

03

Market Demand for AI

The market is demanding AI-powered solutions to transform raw video data into actionable insights, enhancing security and operational efficiency. matryxconsulting.com.au+1

The Market is Voting with Its Wallet: Explosive Demand for Video Analytics

Market Growth

The global video analytics market is valued at $10–13 billion in 2024–2025 and is projected to reach $33–49 billion by 2030–2032, with a CAGR of 19–22%.

Edge-Enabled Growth

Edge-enabled video analytics is forecast to grow from $5 billion in 2021 to $75 billion by 2030, with a CAGR of 34%.

Market Acceptance

The market has accepted cameras as a given and is now focused on AI-powered understanding of video data to enhance security and operational efficiency.

References on this topic

- grandviewresearch.com+2Mordor Intelligence+2
- STL Partners

Validated Pain in Key Verticals That SeeDeep Targets

1. Construction & Industrial Safety – PPE, Falls, Unsafe Behavior

- hse.gov.uk+1
- sciencedirect.com+1
- blogs.cdc.gov

Market-validated pain:

- Regulatory pressure on safety has never been higher.
- Any fall or failure to comply with PPE can lead to project stoppage, criminal charges and lawsuits, and damage to the organization's brand.

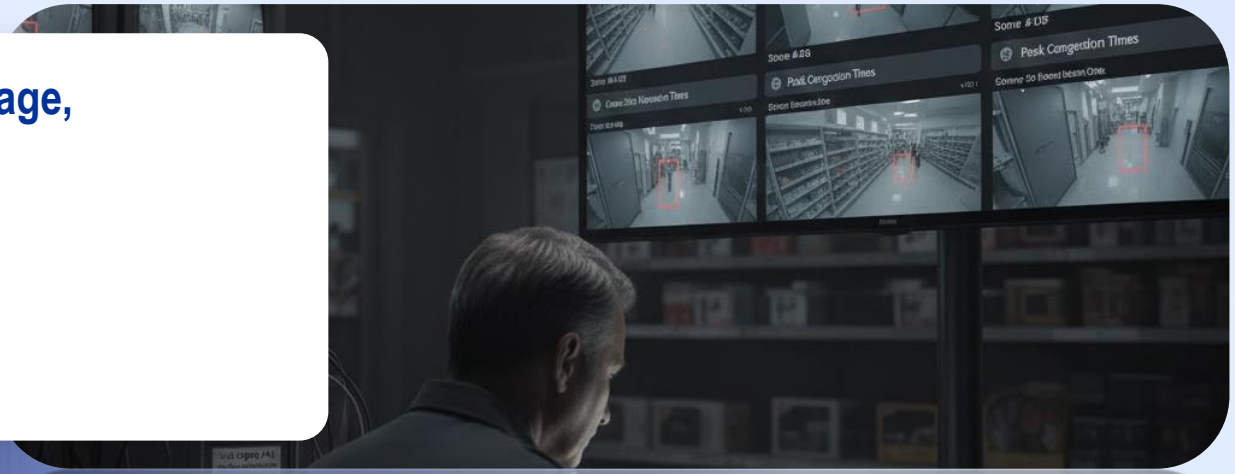
Gap in current tools:

Traditional CCTV can record the incident, But it cannot automatically detect whether a person has entered the workshop without a helmet or vest, or a worker is on scaffolding without PPE, or someone has tripped or fallen and is left on the ground.

Validated Pain in Key Verticals That SeeDeep Targets

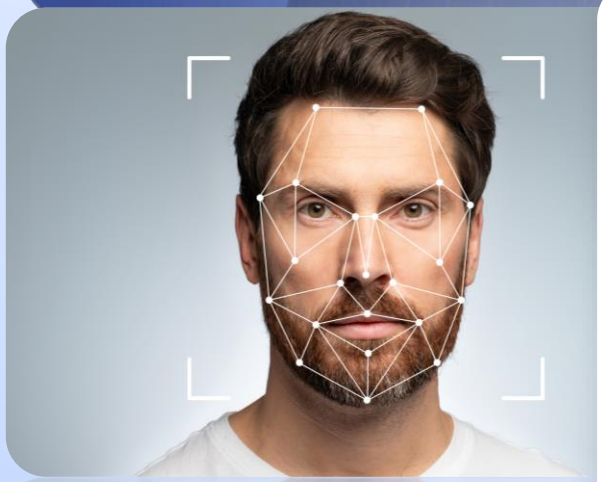
2. Retail, Malls, and Commercial Centers – Theft, Shrinkage, Loitering, Lost Objects

- RFID JOURNAL+1
- Deloitte Italia+2retaileconomics.co.uk+2
- Deloitte Italia+1



Market-validated pain:

- **Real-time detection** of suspicious behavior, loitering, and crowding
- **Facial recognition in secured zones**
- **Object tracking**
- **Customer behavior analysis based on product**



Gap in current tools:

Most current systems only have simple motion detection or video recording. Artificial intelligence (if it exists) is limited to a few simple rules and is often siloed and separate in each store, without cross-site analytics and without behavior pattern analysis.

Validated Pain in Key Verticals That SeeDeep Targets

3. Public Spaces, Events, and Critical Infrastructure – Crowds, Anomalies, Suspicious Packages

- link.springer.com+2sciencedirect.com+2
- https://www.massey.ac.nz/about/news/how-data-based-tools-can-prevent-crowd-crushes/
- The Times of India+1

Market-validated pain:

- Governments and municipalities know that crowd management and threat detection cannot be managed without smart tools.
- Laws and public opinion create more pressure for prediction and early warning tools after each incident.

Gap in current tools:

Most systems are a combination of a human operator + a few simple alerts. Also, complex behavior (such as suspicious loitering, unusual movement across multiple cameras, sudden gathering in a particular spot, dropping a package and someone walking away) is usually not detected systematically.

The gap is clear

From Manual to Automated Monitoring

- Today: Human operator, tired, error-prone
- Tomorrow: Intelligent system, real-time, 24/7

01

From Raw Footage to Structured Data

- Today: Hours and Days Unlabeled Video
- Tomorrow: Events, people, objects, behaviors, and patterns as structured, searchable data

02

From Reactive to Proactive Security

- Today: After the incident, we rewind the video to see what happened
- Tomorrow: We get automated, actionable alerts before the full incident occurs

03

The Core Gap: From Passive Recording to Active, AI-Driven Insight

04

PART 04
Value Proposition

AI-Powered Platform

SeeDeep is an AI-powered video intelligence platform that transforms existing camera networks into real-time, autonomous monitoring systems using advanced computer vision models.

Core Capabilities

SeeDeep detects people, objects, behaviors, safety violations, and anomalies, delivering instant alerts and actionable insights without requiring hardware replacement.

Deployment Flexibility

SeeDeep is deployable across various sectors, including ministries, factories, construction zones, retail, critical infrastructure, and public spaces.

What Makes SeeDeep Different (The Value Proposition)

1. From Manual to Autonomous Monitoring
2. Turn Camera Footage into Searchable, Actionable Intelligence
3. Real-Time Alerts for Faster, Safer Response
4. Significant Cost Reduction in Security Operations
5. Automated Safety Compliance and Risk Prevention
6. Multi-Camera, Multi-Zone Behavioral Intelligence
7. Seamless Integration with Existing Infrastructure

1. From Manual to Autonomous Monitoring

Problem:

Human operators miss up to 95% of events after minutes of monitoring.

Value:

SeeDeep performs *continuous, fatigue-free, real-time* monitoring of:

- ✓ People
- ✓ Objects
- ✓ Behaviors
- ✓ PPE compliance
- ✓ Suspicious activity
- ✓ Falls & emergency incidents

Outcome:

Up to **90% reduction in missed incidents** compared to manual surveillance.

2. Turn Camera Footage into Searchable, Actionable Intelligence

Problem:

99% of recorded video is never analyzed.

Value:

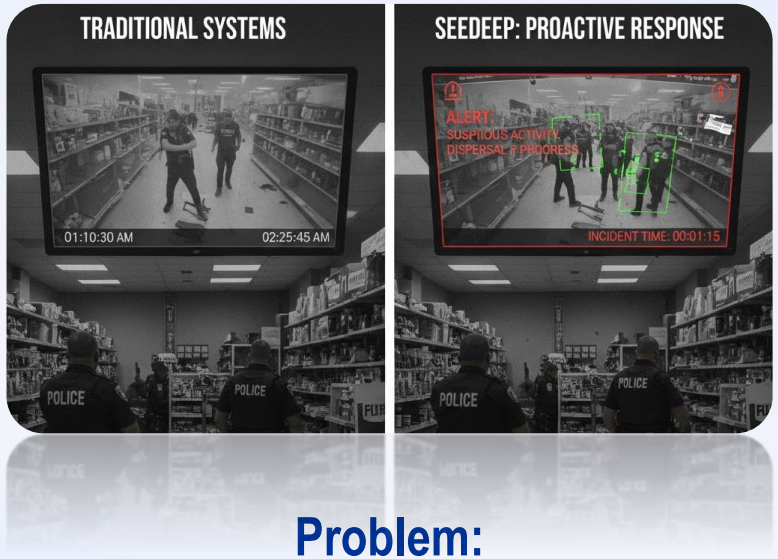
SeeDeep automatically converts raw video into structured metadata:

- ✓ Who entered
- ✓ What object moved
- ✓ Where suspicious behavior occurred
- ✓ When density increased
- ✓ How patterns changed over time

Outcome:

Organizations gain a **searchable security database**, not just videos.

3. Real-Time Alerts for Faster, Safer Response



Problem:

Traditional systems only show what already happened.

Value:

SeeDeep sends real-time alerts for:

- ✓ Unauthorized entry
- ✓ PPE violations
- ✓ Abnormal behavior
- ✓ Object removal or addition
- ✓ Suspicious loitering
- ✓ Crowd surge and density anomalies

Outcome:

40–60% faster incident response → lower risk, cost, and liability.

4. Significant Cost Reduction in Security Operations

Problem:

24/7 monitoring requires multiple operators

→ expensive and inefficient.

Value:

SeeDeep automates monitoring, allowing teams to:

- ✓ Reduce operator count
- ✓ Reallocate staff to higher-value tasks
- ✓ Standardize monitoring quality

Outcome:

30–50% savings in annual security operating costs.

5. Automated Safety Compliance and Risk Prevention

Problem:

PPE and safety violations drive thousands of preventable injuries yearly.

Value:

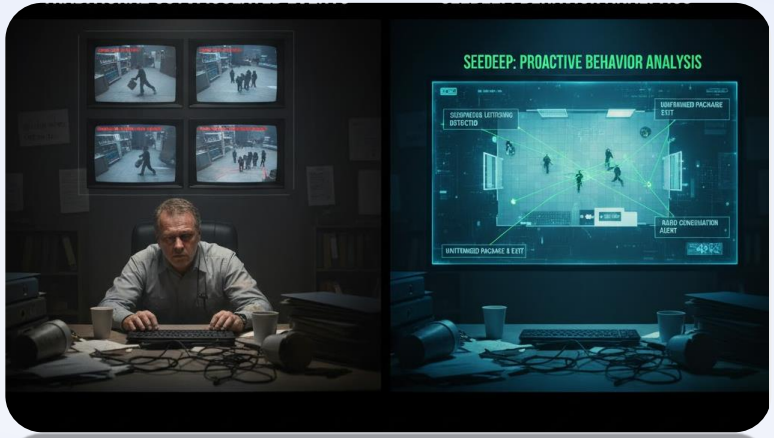
SeeDeep detects:

- ✓ Missing helmets, vests, masks
- ✓ Worker falls
- ✓ Unauthorized access
- ✓ Hazardous behavior

Outcome:

Fewer accidents, higher compliance, stronger regulatory alignment.

6. Multi-Camera, Multi-Zone Behavioral Intelligence



Problem:

Traditional CCTV cannot understand behavior or connect events across cameras.

Value:

SeeDeep provides:

- ✓ Multi-camera tracking
- ✓ Loitering & movement anomaly detection
- ✓ Pattern analysis
- ✓ Object displacement detection (added/moved/removed)

Outcome:

Deep situational awareness across large, complex environments.

7. Seamless Integration with Existing Infrastructure

Problem:

Many AI systems require new cameras or expensive retrofitting.

Value:

SeeDeep integrates with your existing cameras and VMS—no need to replace hardware.

Outcome:

Fast deployment, immediate value.

Strategic Value for Decision Makers

Lower Risk

Predict and prevent incidents before they escalate.

Higher Efficiency

Free human operators from repetitive monitoring.

Better Compliance

Automated adherence to safety and regulatory standards.

Data-Driven Decisions

Providing analytical dashboards.

Future-Proof Security Infrastructure

Upgrades existing systems to AI, with scalable architecture for years ahead.

05

PART 05
Technology

Architecture Overview

Modern Architecture

SeeDeep is built on a modern, scalable, and secure architecture designed to deliver real-time video intelligence on top of any existing camera infrastructure.

Deployment Philosophy

The design philosophy is simple: lightweight on deployment, powerful in intelligence, and fully compatible with existing systems.

Future-Proof Design

SeeDeep's architecture is modular and future-proof, allowing for easy upgrades and scalability to meet evolving security needs.

1. Video Input Layer – Works With Any Existing Cameras

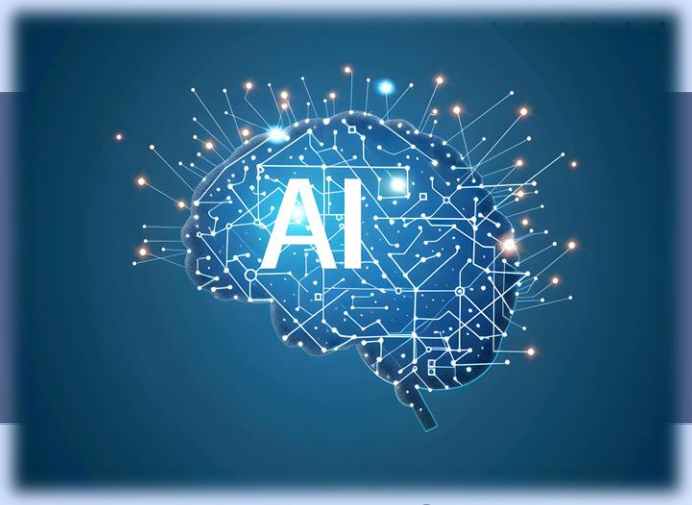
Capability

SeeDeep connects to your current camera network through:

- RTSP
- NVR/VMS integrations
- Local or cloud streams

Achievement

📌 **No hardware replacement is required.**



2. AI Processing Layer – The "Brain" of the System

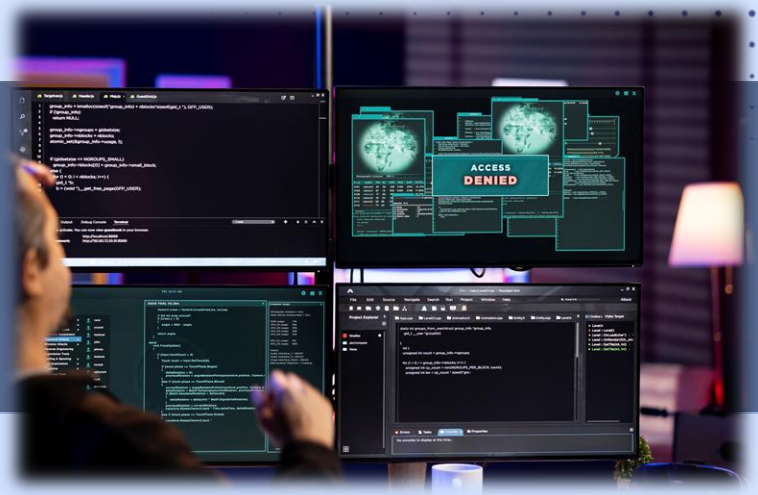
Capability

This layer uses SeeDeep's advanced AI models to analyze video streams in real time and detect:

- People
- Objects
- PPE & safety gear
- Suspicious behavior
- Falls & emergency events
- Counting and taking statistics of people and objects
- Identifying missing objects and suspicious packages
- Loitering and abnormal patterns
- Running and escape detection
- Unauthorized entry and exit
- Object movement or disappearance
- Crowd density and traffic flow
- Identifying bottlenecks

Achievement

📌 **Optimized for accuracy, speed, and low latency.**



3. Event & Alert Engine – Converts AI Detection into Action

Capability

All detected events are processed through SeeDeep's rule-based engine:

- Real-time alert generation
- Customizable thresholds
- Behavior-based triggers
- Multi-zone and multi-camera logic
- Prioritizing alerts

Achievement

📌 **Enables proactive response instead of reactive monitoring.**

Alerts can be delivered through

01 Dashboard

02 Mobile notifications

03 Email/SMS

04 API to existing security systems

4. Analytics & Dashboard Layer – Full Operational Visibility

Capability

SeeDeep provides a centralized dashboard with:

- Live monitoring
- Event logs
- Behavioral heatmaps
- Crowd & traffic analytics
- PPE compliance reports
- Historical search and playback
- Incident timelines
- Time analysis
- Different access levels

Achievement

📌 **Turns raw video into management-level insights.**

5. Storage & Data Management Layer

Capability

Flexible storage options:

- On-premises
- Private cloud
- Hybrid storage

Data is stored as:

- Structured metadata (very lightweight)
- Optional video snippets
- Time-stamped incident records

Achievement

📌 **Video is not duplicated unless required → low storage cost.**

6. Integration Layer

Capability

SeeDeep integrates with security and enterprise systems:

- VMS / NVR
- Access control
- ERP / safety systems
- HR attendance systems
- Command & control rooms
- Third-party applications via API

Achievement

📌 **Designed as a plug-and-play intelligence layer.**

7. Security & Privacy (Executive Assurance)

Capability

All information is encrypted and company privacy is protected, so that:

- Data does not leave your environment (for on-premises deployments)
- Bank-grade encryption for data in transit and at rest
- No video is stored unless requested
- Role-based access control
- Complete audit logs
- Compatible with major cybersecurity standards
- Compliant with ONVIF protocol
- Compliance with GDPR law and ISO/IEC 27001 standards

Achievement

📌 **Your video data stays yours, always.**

Why This Architecture Matters to Decision Makers

01 **Flexibility** → Works with current cameras

02 **Scalability** → Supports hundreds or thousands of cameras

03 **Low cost of adoption** → No hardware change required

04 **Future-proof** → Modular AI models can be upgraded

05 **Reliability** → Real-time performance

06 **Security** → Built for government and enterprise environments

On-Premise Deployment

On-premise deployment is ideal for government organizations, high-security factories, and locations with restricted data policies, offering full data control.

Cloud or Hybrid Deployment

Cloud or hybrid deployment is suitable for multi-location businesses, retail chains, and distributed industrial sites, providing fast setup and centralized analytics.

Scalable Solutions

SeeDeep's deployment options are scalable, allowing organizations to grow their security infrastructure as needed.

06

PART 06
Competitive Edge

Market Segments

01

Traditional CCTV & VMS Vendors

Traditional CCTV and VMS vendors like Hikvision, Dahua, and Uniview offer limited AI capabilities, lacking accuracy in real-world conditions and behavioral analysis.

02

AI Add-Ons from Large Vendors

AI add-ons from large vendors like Milestone and Avigilon are complex to set up and limited to specific brand ecosystems.

03

Cloud-Based AI Video Platforms

Cloud-based platforms like Verkada and Rhombus require stable internet, raise data security concerns, and face legal restrictions for enterprise/government use.

04

SeeDeep's Differentiation

SeeDeep differentiates by offering an intelligence layer that works with any camera model, providing real-time, multi-camera behavior analysis and enterprise-grade accuracy.

Why SeeDeep Wins (Strategic Differentiators)

01

Intelligence Layer, Not Hardware Layer

📌 Zero hardware lock-in.

02

Real Multi-Camera Behavior Analysis

📌 From object recognition → to behavioral intelligence.

03

Enterprise-Grade PPE, Safety & Industrial Use Cases

📌 Industrial-focused AI — not just retail/security AI.

04

On-Premise, Government-Ready Deployment

📌 Perfect for ministries, airports, refineries, and critical sectors.

Why SeeDeep Wins (Strategic Differentiators)

05

Low-Latency Real-Time Alerts

📌 Milliseconds matter. SeeDeep wins.

06

Custom Rules Engine (Configurable Alerts)

📌 You define the rules — SeeDeep enforces them.

07

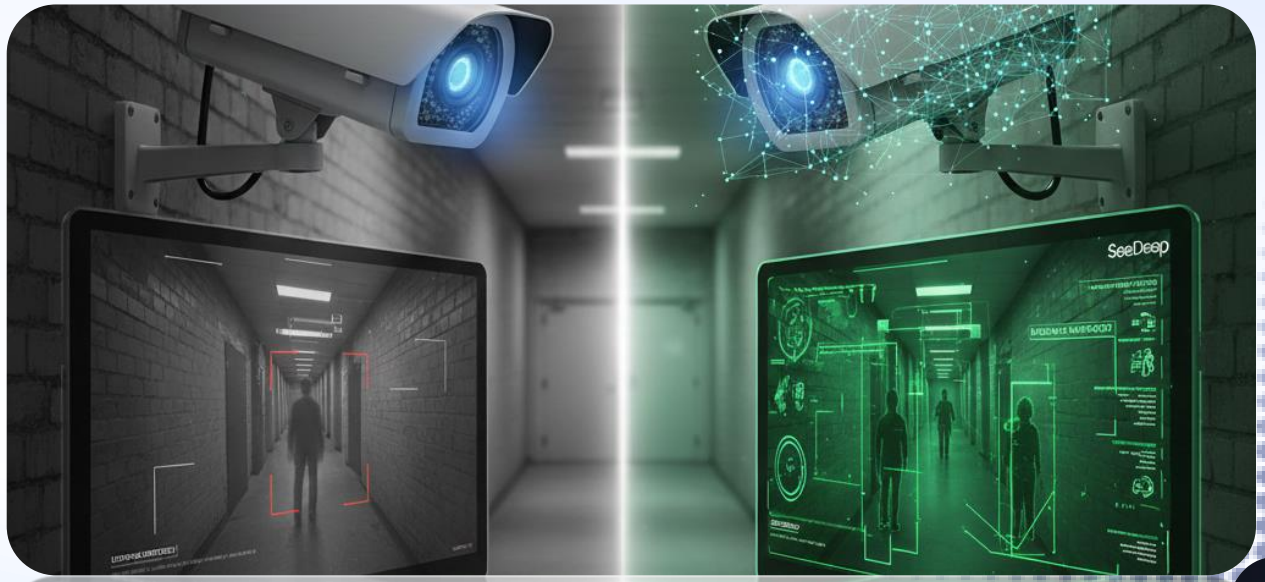
Multi-Industry, Multi-Scenario Platform

📌 A unified intelligence platform across sectors.

08

Lower Total Cost of Ownership (TCO)

📌 Increased accuracy + Reduced incidents + Reduced theft



SeeDeep is the only solution that delivers enterprise-grade accuracy, real-time intelligence, multi-camera behavior analysis, local optimization, full privacy, and seamless integration — without requiring new hardware.

We don’t replace your cameras. We upgrade them into intelligent security assets.

07

PART 07
Roadmap

Deployment Roadmap (High-Level Implementation Plan)

Discovery & Requirements

(1–2 Weeks)

Pilot Deployment

(2–4 Weeks)

Full System Integration

(4–8 Weeks)

Training & Operational Adoption

(1–2 Weeks)

Optimization & Scaling

(Ongoing)

Phase 1 — Discovery & Requirements

Goals:

- Understand operational environment
- Identify key cameras, zones, and high-risk areas
- Define target use cases and organizations standards (PPE, fall detection, anomaly detection, etc.)

Activities:

- ✓ On-site or remote assessment
- ✓ Mapping camera infrastructure
- ✓ Security & IT requirement collection
- ✓ Compliance and privacy check

📌 Deliverable:

Deployment blueprint & use-case matrix.

Phase 2 — Pilot Deployment

Goals:

- Test SeeDeep in a small but representative area
- Validate detection accuracy
- Align system behavior with operational needs

Activities:

- ✓ Connect 10–20 cameras
- ✓ Configure initial AI models
- ✓ Train custom rules (if required)
- ✓ Run real-time alerting tests

📌 Deliverable:

Pilot report with KPIs, accuracy metrics & operational insights.

Phase 3 — Full System Integration

Goals:

- Scale SeeDeep to all required cameras
- Integrate into existing VMS, access control, or command center

Activities:

- ✓ Connect all camera streams
- ✓ Customize multi-zone behavior rules
- ✓ Configure dashboards & alert routing
- ✓ Deploy on-premises / cloud infrastructure

Deliverable:

Fully integrated SeeDeep platform across the organization.

Phase 4 — Training & Operational Adoption

Goals:

- Train security teams and operators
- Ensure smooth operational adoption
- Optimize alert sensitivity and workflows

Activities:

- ✓ Hands-on user training
- ✓ SOP (Standard Operating Procedure) design
- ✓ Fine-tuning based on live feedback

Deliverable:

Trained users + optimized alerting system.

Phase 5 — Optimization & Scaling

Goals:

- Improve accuracy over time
- Add new AI modules or use cases
- Expand to new departments, buildings, or sites

Activities:

- ✓ Continuous model updates
- ✓ Behavior-pattern learning
- ✓ Usage analytics & reporting
- ✓ Additional rule configurations

Deliverable:

Long-term AI-powered security & operational intelligence ecosystem.

08

PART 08
Team & Science

Our Team and About the Company

Deep-Tech AI Company

Danesh Gostaran Novin Behrouz is a knowledge-based AI company specializing in advanced visual intelligence solutions for high-stakes environments.

Mission and Focus

Founded in 2024, our mission is to bridge the gap between raw camera footage and actionable insights for organizations in government, critical infrastructure, and large enterprises.

Core Characteristics

We are deep-tech and research-driven, prioritize security and reliability, focus on industry-specific solutions, and offer scalable architecture.

Introducing SeeDeep

Multidisciplinary Team

SeeDeep is developed by a multidisciplinary team of AI engineers, computer vision researchers, and software architects with strong academic and industry backgrounds.

AI-Powered Video Processing

As part of this vision, we have developed SeeDeep, an AI-powered video and image processing service that can be integrated with any camera system to provide real-time object and human detection, classification, and monitoring.

Academic Foundations

The founding and core technical team are graduates of **top Iranian universities.**

latest state-of-the-art AI model

As specialists working with the **latest state-of-the-art AI models** (transformers, advanced CNNs, multi-object tracking, video anomaly detection, and PPE detection networks).

Scientific Foundations Behind SeeDeep

01

AI Video Surveillance & Anomaly Detection

- beei.org+3MDPI+3PubMed+3
- SpringerOpen+2dl.acm.org+2

02

Human Behavior & Crowd Analysis in Video

- dl.acm.org+3ScienceDirect+3pure.hud.ac.uk+3

03

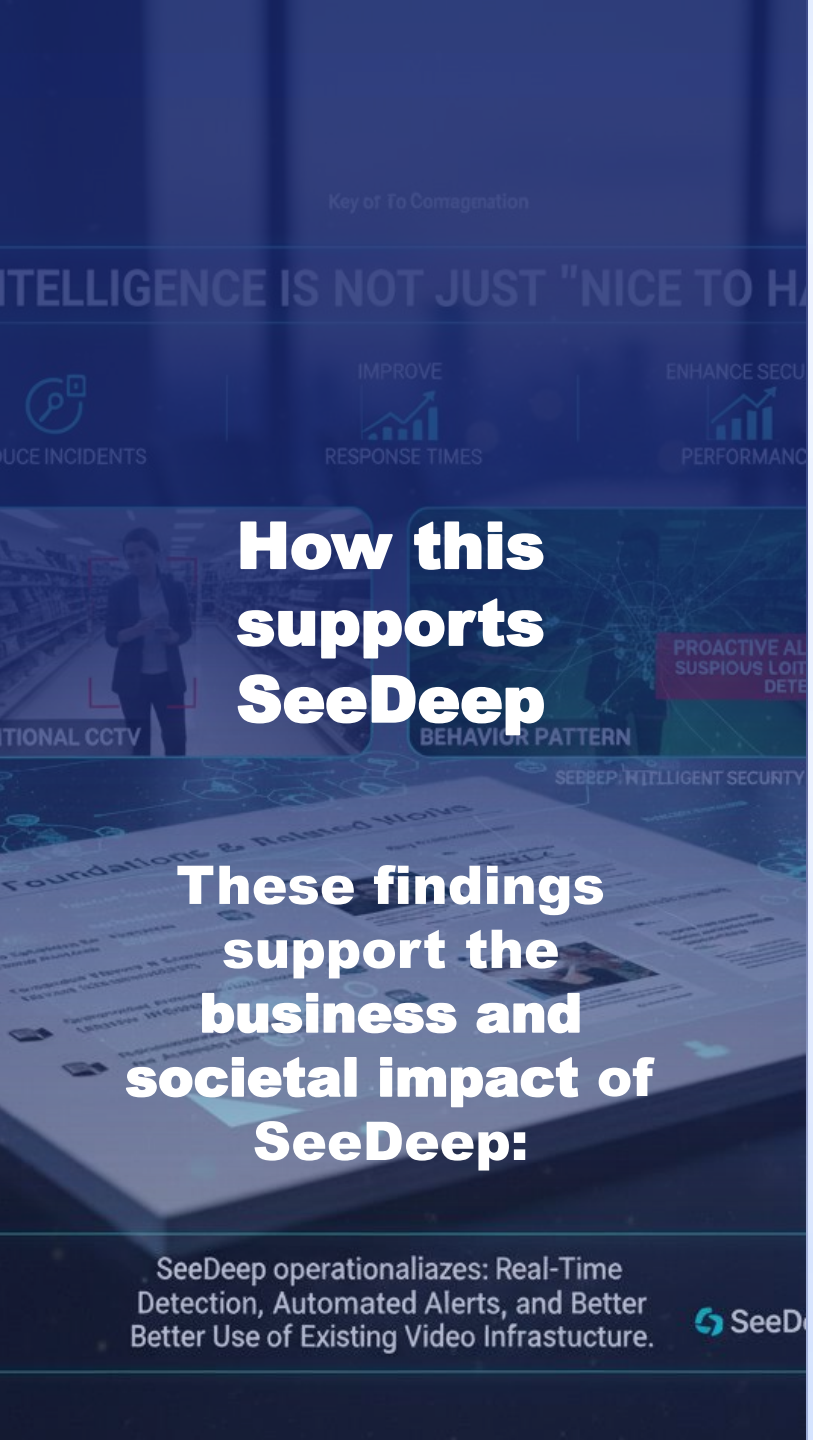
PPE Detection & Workplace Safety (Helmets, Vests, Masks, etc.)

- MDPI
- OUP Academic
- link.springer.com+1
- ScienceDirect+1

04

Impact of Video Surveillance & AI on Security and Safety Outcomes

- ResearchGate
- jatit.org+2ScienceDirect+2
- ECAM+3Deloitte United Kingdom+3Aipix+3



Adding an AI intelligence layer on top of existing cameras is not just “nice to have” – it can **directly reduce incidents, improve response times, and enhance overall security performance**.

SeeDeep operationalizes exactly what these studies describe: **real-time detection, automated alerts, and better use of existing video infrastructure.**

Other articles and references to confirm this:

- Duong et al., *Deep Learning-Based Anomaly Detection in Video*, Sensors, 2023. MDPI+1
- Sreenu & Durai, *Intelligent Video Surveillance: A Review through Deep Learning Techniques*, Journal of Big Data, 2019. SpringerOpen
- Ahmed et al., *Personal Protective Equipment Detection: A Deep-Learning Approach*, Sustainability, 2023. MDPI
- Vukicevic et al., *A Systematic Review of Computer Vision–Based PPE Compliance*, 2024. link.springer.com+1
- Welsh et al., *CCTV Surveillance for Crime Prevention: A 40-Year Systematic Review with Meta-Analysis*. ResearchGate

09

PART 09
Impact & CSR

Social Impact

Saving Lives in High-Risk Environments

SeeDeep's capabilities in:

- fall detection
- PPE compliance
- unsafe behavior detection
- hazard-area monitoring

lead to **fewer incidents, fewer injuries, and fewer fatalities**.

One life saved is not a metric — it is a mission.

Increasing Public Safety in Communities

SeeDeep enhances safety in:

- public spaces
- malls
- terminals
- airports
- parks
- stadiums
- urban districts

SeeDeep helps prevent threats, reduce crime, and ensure safer cities.

Reducing Theft, Fraud, and Economic Loss

By helping retail chains and commercial centers ***reduce shrinkage and detect abnormal movement patterns,*** SeeDeep indirectly:

- protects jobs
- protects economic value
- prevents losses that affect entire communities

Supporting Emergency Response

Real-time alerts for:
falls
medical emergencies
violence or conflict
bottlenecks or crowd surges

make SeeDeep a force multiplier for first responders and security teams.

Social Impact

Promoting GovernanData-Drivence & Transparency

In ministries, airports, hospitals, and critical infrastructures, SeeDeep enables:

- better compliance
- stronger accountability
- more transparent incident reporting

This contributes to better governance and safer public services.

Our CSR Commitments

Safety for All Initiative

SeeDeep commits to providing free or low-cost deployments to high-risk environments with budget limitations, such as small construction sites and community hospitals.

Accident Prevention Research

SeeDeep collaborates with universities to publish annual safety analytics reports based on anonymized data patterns, aiding policymakers in identifying risk patterns.

AI for Public Good – Transparent & Ethical AI

SeeDeep implements ethical AI principles, ensuring data privacy, no misuse of data, and full compliance with privacy policies to build social trust.

Emergency-Ready Program

SeeDeep offers emergency-ready configurations for critical national infrastructures, providing priority service and response support to save lives in crises.

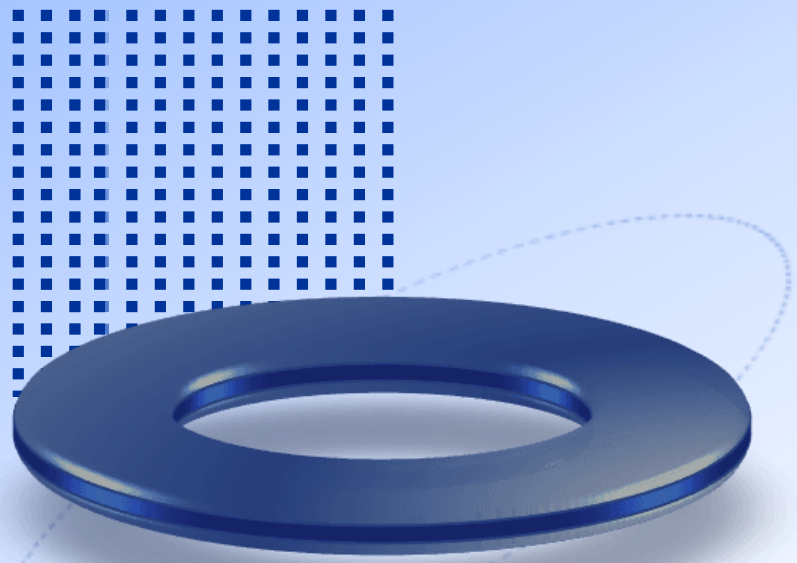
Our CSR Commitments

SeeDeep, social responsibility platform

SeeDeep is more than a surveillance technology. It is a social responsibility platform built to protect lives, improve public safety, empower workers, support governments, and create smarter, safer environments for everyone.

Our CSR commitments reflect our belief that technology must serve society — especially where it can prevent harm and save lives.

THANKS



SeeDeep.Ai
See Purposefully

Danesh Gostaran Novin Behrouz