

# Anonymous Facial Recognition Solution



## Pain Points

Search and identify the suspects in a massive database of video and pictures: **low performance, low accuracy**, and **high labor costs**.

Unable to effectively control the gate of buildings, banks, shopping center, etc.

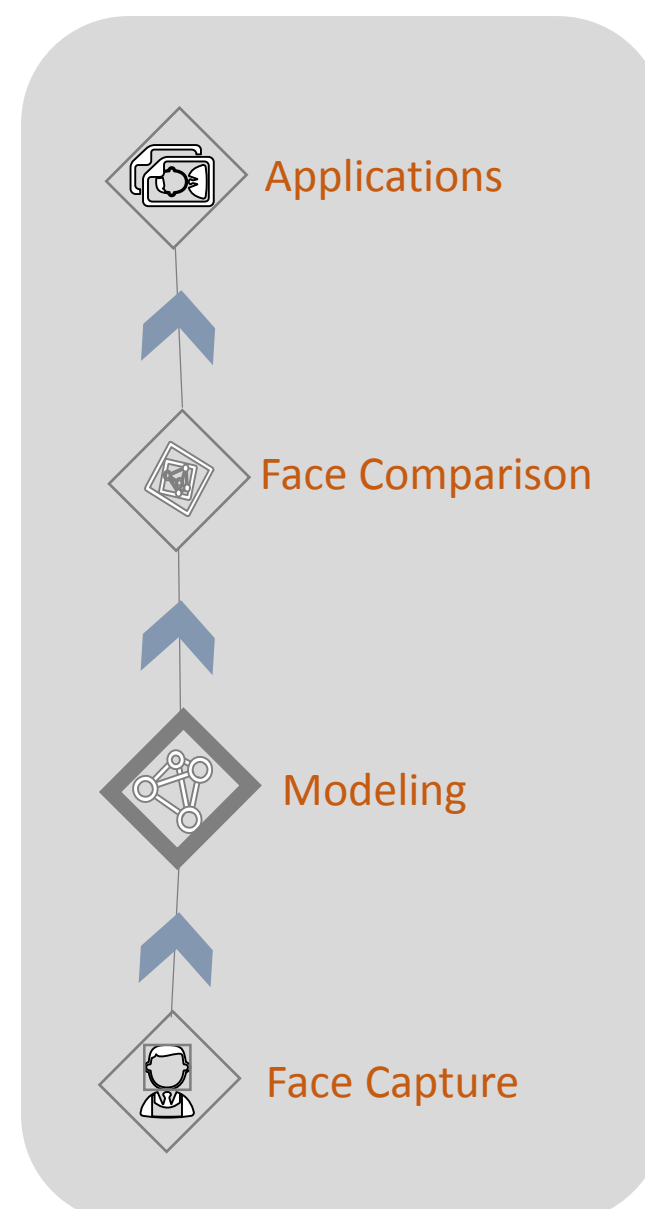
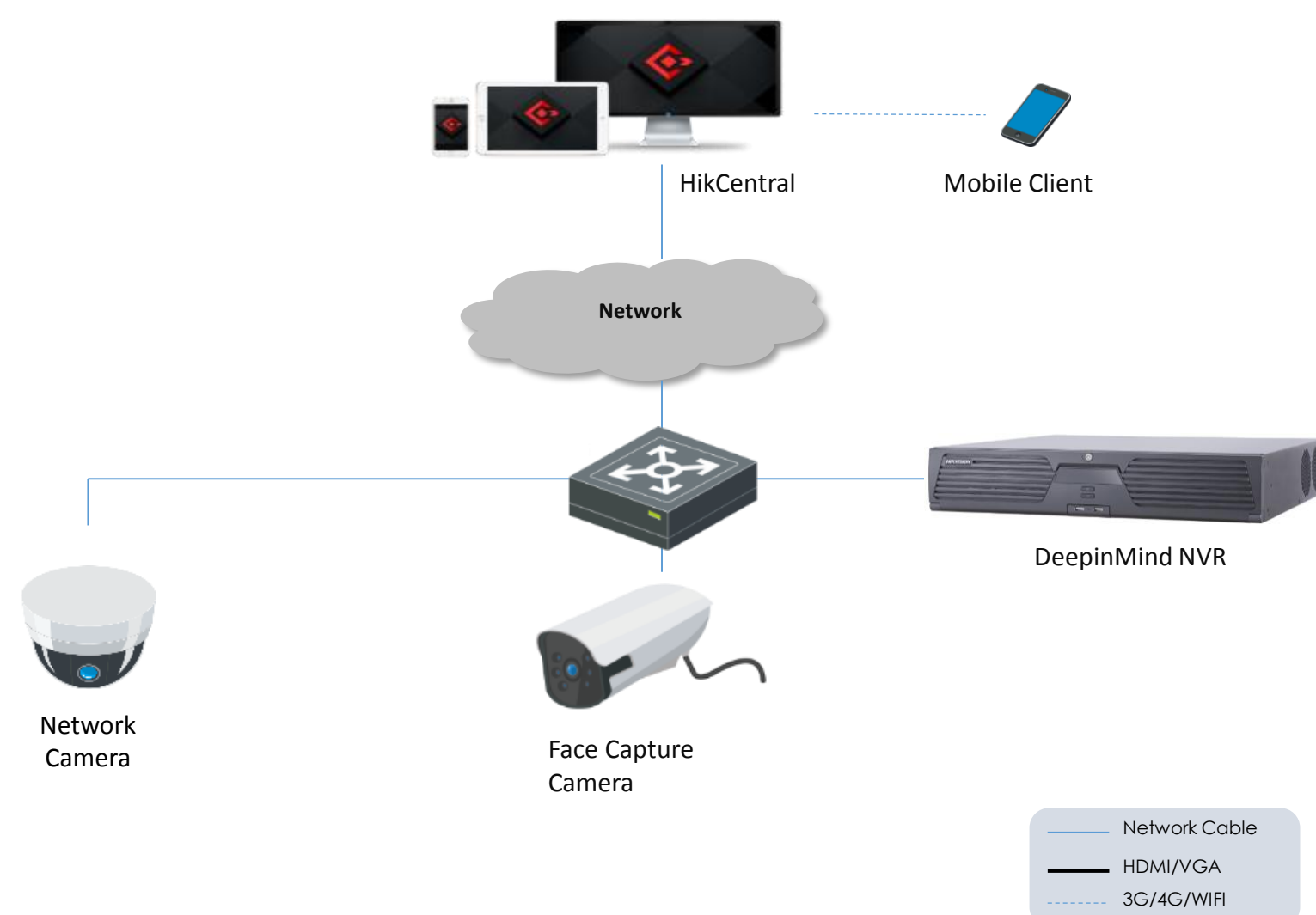
### High Risks of Personal Data Leakage

Personal privacy information protection and data protection are required urgently and must comply with GDPR regulations.



According to the definition from GDPR, the personal data covers any information which identifies an individual or which can be combined with other data to identify an individual counts as personal data. In facial recognition technology, the digital images, the fingerprint and any outputs (like reports and profiles), will all be personal data.

## Solution Architecture



## Solution Highlights

### Deep Learning Based Facial Recognition

- Powerful face library management
- More precise face recognition and analytics based on deep learning algorithm

### Wide Range of Applications

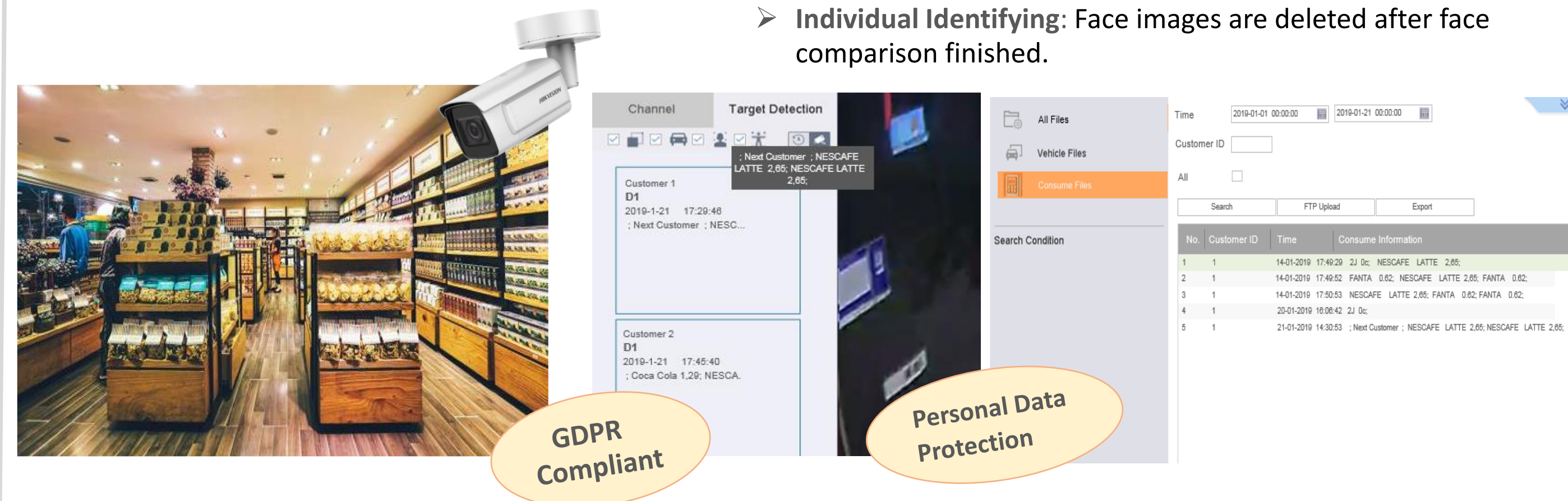
- Blacklist comparison for detecting suspects
- VIP customer recognition for providing better experiences
- Stranger detection
- High-frequency appearance application

### Anonymous Face Comparison

- Anonymous face comparison results shown by ID (e.g., "customer ID", "stranger")
- Storing digitalized face images/features information
- Reports are exported in excel file with no face picture and personal information

### Strict Data Retention: Deleted after Usage

- **Business Use:** Face images and personal information, which are only used as the data derived on classes of individuals, will no longer be retained after usage, e.g., facial modeling, building up category profiles (such as customers' age groups, ethnicity), etc.
- **Individual Identifying:** Face images are deleted after face comparison finished.



## Product Showcase



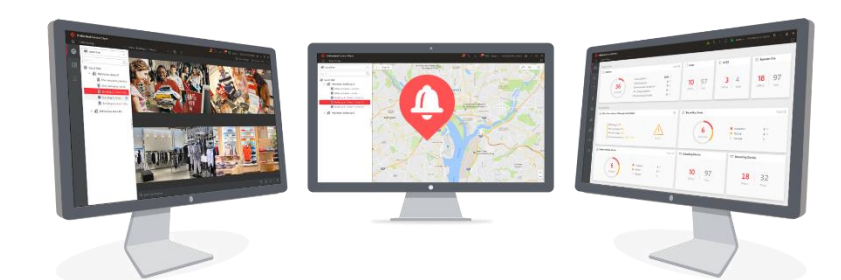
### DS-2CD7A26G0/P-IZ(H)S

- 1/1.8" Progressive Scan CMOS
- 1920 × 1080 @ 60 fps
- Color: 0.002 Lux @ (F1.2, AGC ON)
- H.265, H.265+, H.264+, H.264
- 140dB WDR, 3D DNR
- Up to 30 faces can be detected and captured per screen



### iDS-9632NXI-I8/4F DeepinMind Series NVR

- Up to 32-ch IP cameras can be connected
- HDMI output at up to 4K (4096 × 2160) resolution
- Powerful face library management
- Anonymous face comparison by ID
- More precise face recognition and analytics based on deep learning algorithm



### HikCentral Management Software

- Central management of devices
- Live view and playback
- Face picture library management
- Alarm & event search
- Health status monitoring