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## airaTrack x intel®

Booth 3-358

## From Investigation Bottlenecks to Real-Time Insight: airaTrack Scales Privacy-First Person Tracking with Intel® Edge AI

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As surveillance deployments continue to grow across stadiums, enterprise campuses, and public infrastructure, security teams face a common challenge: massive volumes of video data that are difficult to search, analyze, and act upon in time-critical situations.

Traditional investigation workflows rely heavily on manual video review, GPU-intensive systems, or privacy-sensitive face enrollment processes—creating barriers to scalability, compliance, and operational efficiency.

airaTrack, a verified Intel® AI Edge Application developed by AIRA, addresses these challenges by combining a privacy-first person tracking architecture, transforming existing CCTV systems into investigation-ready platforms that operate efficiently at scale.

### Redefining Person Tracking with a Privacy-First Architecture

airaTrack is designed with privacy-first principles at its core. Unlike conventional facial recognition systems, it requires no face enrollment and performs face similarity search only within video recordings.

Human verification remains mandatory for final confirmation, ensuring AI-assisted investigations without automating identity decisions. This approach addresses regulatory, ethical, and operational concerns increasingly faced by organizations worldwide.

airaTrack integrates seamlessly with existing CCTV infrastructure using standard RTSP streams and VMS archives, allowing organizations to enhance intelligence capabilities without replacing cameras or disrupting operations.

**Before**  
CCTV Surveillance system

- Manual comparison of target persons
- Check video files frame by frame
- Misjudgment and labor costs

**After**  
airaTrack Person Tracking Solution

Target → Investigate → Case

- Privacy-First Design
- Leverage Existing CCTV Infrastructure
- Secure On-Premise Deployment
- Cost-Effective Edge AI Solution

## Scaling Video Investigations with Edge Technologies powered by Intel

While a privacy-first architecture establishes trust, real-world investigations still require predictable performance, efficient resource usage, and long-term flexibility. Edge technologies powered by Intel provide the foundation that allows airaTrack to scale these workflows reliably.

airaTrack is optimized for Intel® CPU-based edge platforms, enabling cross-camera target matching and investigation workflows up to 50 cameras without GPU complexity for typical site-scale deployments. This simplifies system design while maintaining consistent edge performance.

The OpenVINO™ toolkit accelerates cross-camera matching by efficiently comparing a target captured from one camera against video data from other cameras and time ranges, enabling rapid expansion from a single visual reference to a broader investigation context. At the software layer, Intel® oneAPI Toolkit ensures flexibility as AI workloads and platforms evolve.

For large environments such as stadiums, transportation hubs, or enterprises, Intel® Xeon® processors support multi-server architectures, enabling centralized investigations while keeping all data securely processed on-premise.

Together, Edge technologies powered by Intel ensure that airaTrack's privacy-first design is not only trustworthy—but also scalable, efficient, and ready for long-term deployment.

## Delivering Real-World Value at the Edge

airaTrack is designed around how investigations unfold in real operational environments. Investigations start from an observed event in one camera view, without relying on pre-registered identities, and expand across time and location through cross-camera comparison and movement reconstruction.

In large venues such as stadiums and event centers, operators can start from one camera and rapidly reconstruct a target's movement path across the venue, replacing hours of manual video review with a clear, timeline-based investigation.

In enterprise headquarters and corporate campuses, airaTrack supports incident review and post-event analysis by tracing how a target moved through different areas—without requiring pre-registered identities.

For public spaces and infrastructure deployments, all processing remains on-premise and includes human verification at every step. Investigation results can be documented through one-click PDF or HTML reports, with non-related individuals automatically blurred to meet privacy requirements.

By focusing on movement reconstruction rather than identity determination, airaTrack delivers fast, transparent, and privacy-aligned investigations across diverse environments—powered by Intel.

## From Innovation to Impact—Together with Intel

airaTrack transforms existing cameras into an investigation-ready system, delivering fast, scalable, and privacy-first person tracking—powered by Intel.

### Learn More:

[airaTrack - Edge AI Partner Spotlight | Intel® Industry Solution Builders](#)  
[Edge AI – Intel](#)

### Partner Name

AIRA Corporation

### Booth Info

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