



## **Ella Video Search Solution from IC Realtime Wins Big at ISC West 2018**

*IC Realtime takes home an MVP Award from Security Sales & Integration and the coveted New Product Showcase Award from the SIA with Ella, the video search engine.*

**Las Vegas, NV – ISC WEST 2018 – BOOTH 28091 – April 12, 2018** – IC Realtime, a leader in digital surveillance and security technology announces today that Ella, the industry’s first video search platform that uses deep learning and natural language processing to make every second of recorded video footage searchable has received two major industry awards for excellence at ISC West 2018.

### **Security Industry Association New Product Showcase (SIA NPS)**

Under the category of video analytics, Ella, the video search solution from IC Realtime has been awarded the Security Industry Association New Product Showcase Award. Ella was evaluated on unique features as well as market need and presented to the panel of NPS judges at the start of the ISC West 2018 show. The goal of the SIA NPS is to recognize the companies, and the solutions, that are working the hardest to drive the industry forward. The NPS Award ceremony was held on April 11<sup>th</sup> on the lobby stage of ISC West.

### **Security Sales & Integration Most Valuable Product Award (SSI MVP)**

IC Realtime has also been awarded a Most Valuable Product Award from SSI for Ella under the category of video surveillance. Now in its fourth year, the MVP Awards from SSI recognize the best new products that make a substantial impact on security dealers and integrators. Ella received top honors in this category due to the solution’s ability to open up new avenues to potential new customers, be a fast and easy add-on to existing customer systems and provide dealers and integrators a direct path to RMR.

“We are honored to have Ella recognized as both a New Product Showcase winner for video analytics and an MVP Award winner for video surveillance,” said Jorge Perez, President of Global Business Development for the Ella division of IC Realtime. “Since the launch of the solution only a few months ago, reception from our dealer and customers has been overwhelmingly positive and supportive. The receipt of these two coveted security industry awards solidifies Ella as a product that’s revolutionizing the video surveillance industry.”

Ella, offered to the security and surveillance industry through IC Realtime, uses both algorithmic and deep learning tools to give any surveillance or security camera the ability to recognize objects, colors, people, vehicles, animals and more. Through the Ella mobile or web app, users can search their entire library of recorded surveillance footage using natural language to find, review, and share desired video clips in seconds. In addition, the recently launched Ella dealer portal empowers



dealers deploying the Ella software with full management over Ella monthly plan creation, customer creation and enrollment, services offered, and customer payments.

Visit IC Realtime at ISC West 2018 and learn more about the award-winning Ella solution and the recently launched Ella dealer portal in booth 28091.

To learn more about Ella, visit [www.smartella.com](http://www.smartella.com). For more information about IC Realtime please visit <http://www.icrealtime.com>.

### **About IC Realtime**

Established in 2006, IC Realtime is a leading digital surveillance manufacturer serving the residential, commercial government, and military security markets. With an expansive product portfolio of surveillance solutions, IC Realtime innovates, distributes, and supports global video technology. Through a partnership with technology platform Camio, ICR created Ella, a cloud-based deep learning solution that augments surveillance cameras with natural language search capabilities. IC Realtime is revolutionizing video search functionality for the entire industry. IC Realtime is part of parent company IC Real Tech, formed in 2014 with headquarters in the US and Europe. Learn more at <http://icrealtime.com>

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