*More than a Security Camera: Amaryllo International B.V.

Being recognized and awarded in CES Innovation Awards for four consecutive years since 2015, Amaryllo has been continuously exceeding itself in AI technology and smart video surveillance.

Amaryllo's revolutionary [AI security camera AR4](#) is prized as the CES 2018 Best of Innovation Awards of Smart Cities, along with the floodlight camera AR5 as an Honoree in Smart Home category. What really dominates behind the both award-winning cameras is the brilliant combination of analytical AI video software and the flexible cloud storage service. "Our products are no longer simple security cameras. With the built-in chipset of Amaryllo, we upgrade the video-recording camera to a decision assisting computer in every corner of smart home or smart retail," shared CT Marcus Yang, CEO of Amaryllo International, gladly.

The four key strengths of Amaryllo include its patented intelligent camera robot, the military level 256-bit P2P networks, real-time big data image and video analysis, and the secure cloud storage service. With built-in CPU in the device, Amaryllo's cameras are able to track movements automatically and recognize 190 human faces, pets and vehicles simultaneously in stunning speed, which can robustly support access security monitoring, retail customer traffic, and smart logistic in the city.

With the web browser, users are able to log in to the software portal and see real-time images and videos from anywhere. Images captured by the camera is turned into data report every five seconds, including the total number of traffic, time with man-flow, duration of stay, and the identity of every person－if set in the system. Even strangers for the camera can be memorized with age and gender. When a person approaches several times more, detailed appearance data will be add-on to assist the recognition for next time.

All the above data are securely stored in the cloud storage of Amaryllo with military-standard 256-bit network encryption. The unlimited storage enables cloud computing to reach 100,000,000 times a month, coping mass man-flow of building security and retail shops. "We see the great value of providing service with AI computing and analysis in the built-in module," explained Yang, "With our industrial grade module built in any kind of hardware device, CCTVs can do far more than just recording."

Camera Isn't Something New, but Smartening Camera Is Always New
Observing the market, Yang considers security a priority in smart home and smart city. "We knew demand is pushing invention forward, and security, is necessity for every household and everyone, driving the continuous demand for new technology and development," said Yang, "And this is why

Amaryllo keeps improving and developing new application of camera robots."

However, consumer and business market have reflect a wide difference in quality demand. Yang indicated that end-consumers are more cost-oriented whereas businesses value the functionality and performance of the camera, accelerating Amaryllo to further focus on business applications. "Apart from security, our AI tracking technology is capable of supporting CRM system in retail businesses. With the analysis of identity, businesses know accurately who is visiting them, and can further provide preferable services with proper strategies," explained Yang.

Seeing the promising development in the future, Yang said that smart home is currently not smart enough. The whole home automation can be even easier, simply triggered by human face recognition instead of controlling with smartphone. This idea of AI is also the developing goal of Amaryllo.

With the high interest in stepping into B2B business, Amaryllo targets the US and Chinese security market. The company is looking forward to meeting more global security service provider, distributor, and smart home brands at CES 2018 for more potential cooperation.