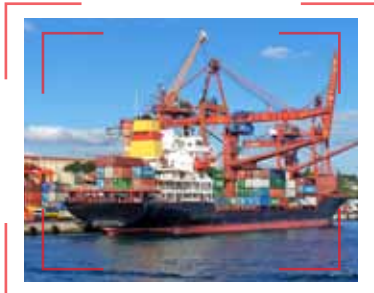




Physical Security Information Management System



i.tac™ is a Physical Security Information Management (PSIM) software that enables security operators to detect, react and analyse the security & safety threats. It also provides seamless integration to multi-vendor devices and disparate systems across the enterprise platform to provide a holistic view of the situation. The software gathers and correlates information from various devices which then coordinates the response actions to accelerate response time and to reduce security operation cost. **i.tac™** is operated in many control and command centres including some of the largest set-ups which are engaged in helping the authority to provide surveillance covering the entire highways in a country.

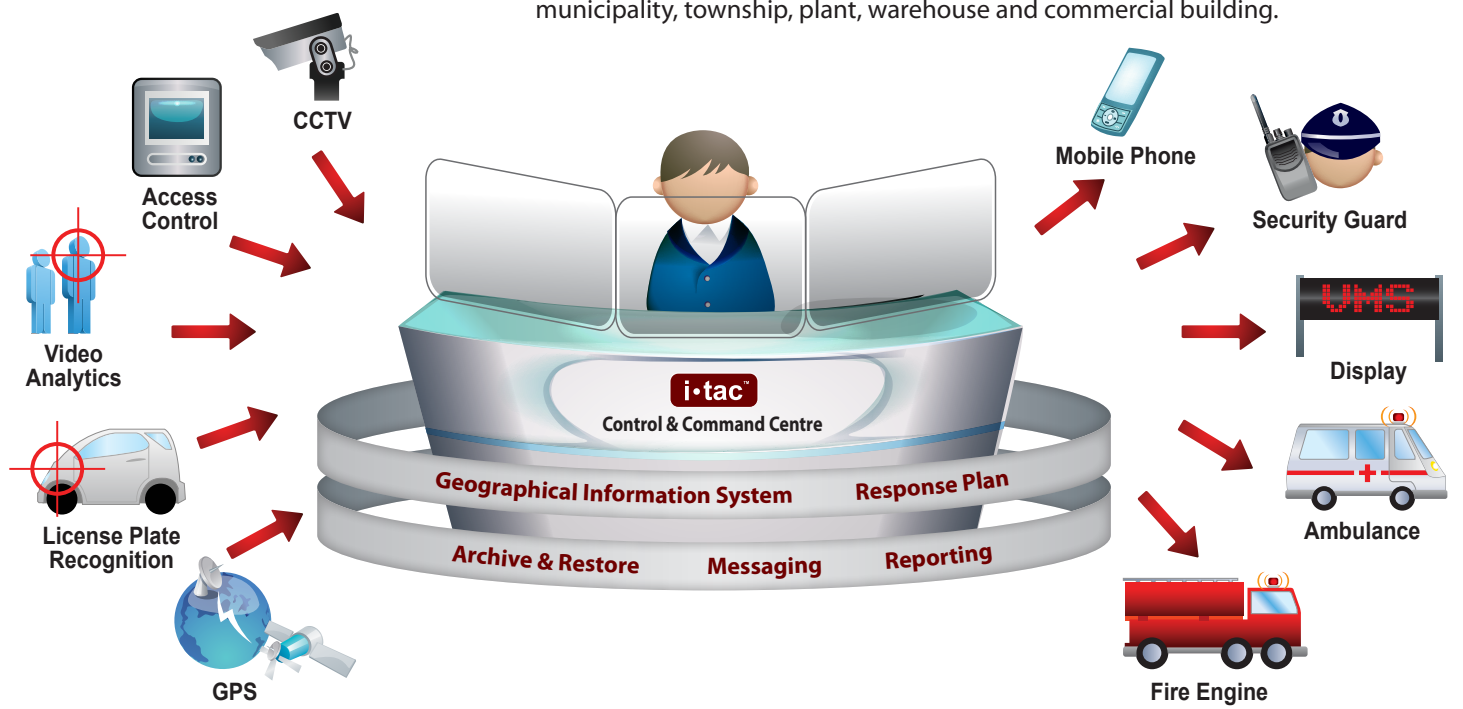


OVERVIEW

Most of the typical security system consists of video surveillance, access control, intruder detection, fire sensor and etc. These systems are not integrated together and work independently with no communication with other systems at the enterprise level. Moreover the persistent and emerging security threats have created the needs to add more sensors and detection systems to the existing system and thus added more burden to the control room's personnel who is not only exhausted in managing the situation, but also to learn how to control and monitor the new devices.

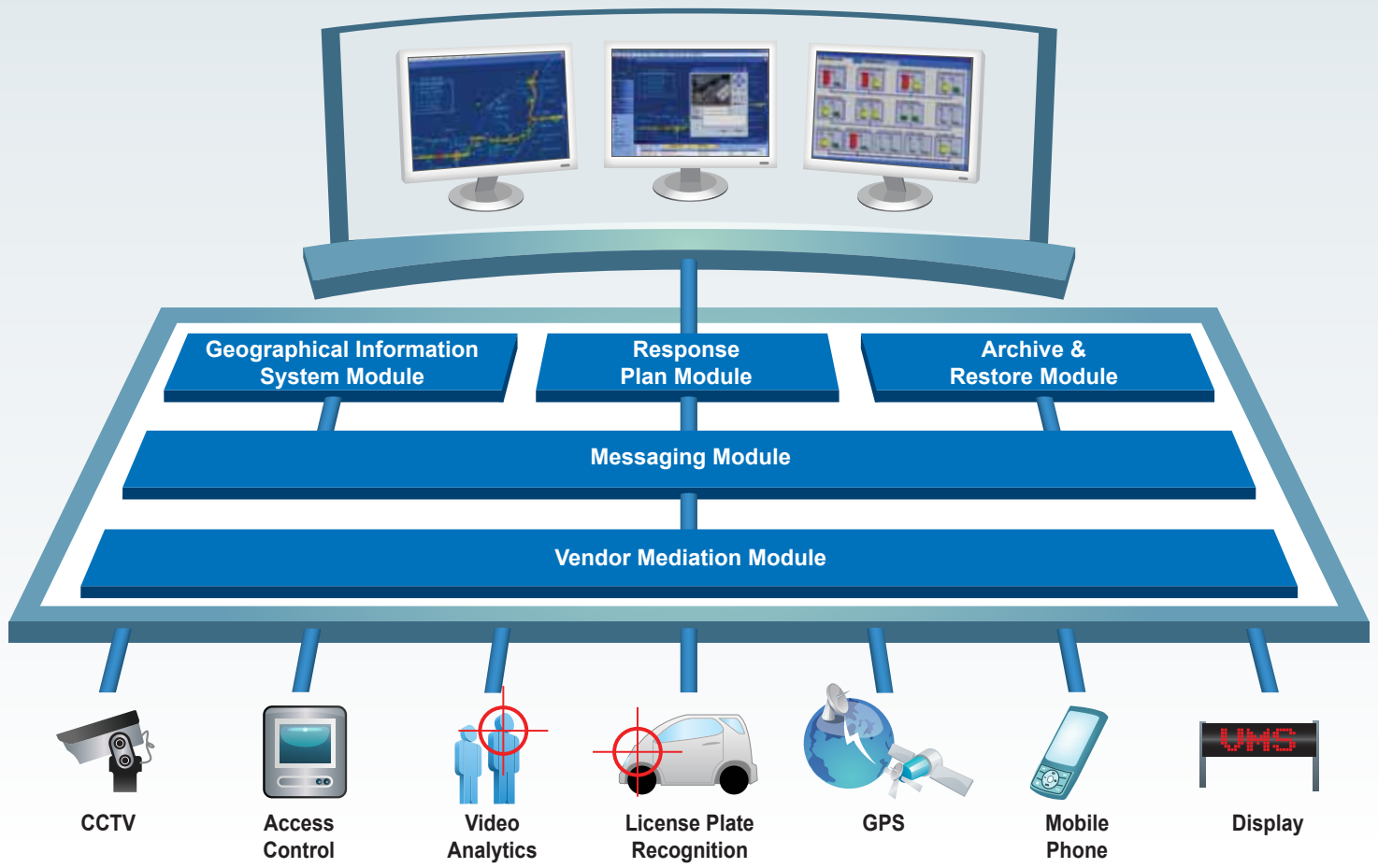
Security threat has become complicated throughout the years. This has caused an increase in areas such as rules and regulation as well as security personnel required to comply to more security policy and standard operation procedures. It is inevitable that more manpower is needed to handle the extra tasks in a control centre. Currently, the control centre needs a solution that integrates all current and future security systems such as security camera, sensors, communication systems and databases into a single unified view to improve emergency response time and to reduce operation cost.

i.tac™, a Physical Security Information Management (PSIM) software developed by ItraMAS is able to provide better solutions to the control and command centre to address emerging security issues. This is done by creating a clear, step-by-step strategic plan for delivering the most appropriate emergency response. **i.tac™** has the technology to coordinate and automate the tasks to help the security operator detect and react in a timely and effective manner when handling emergency situation. **i.tac™** is designed to manage the situation for industries such as transportation (road, railway, airport, seaport), homeland security, municipality, township, plant, warehouse and commercial building.



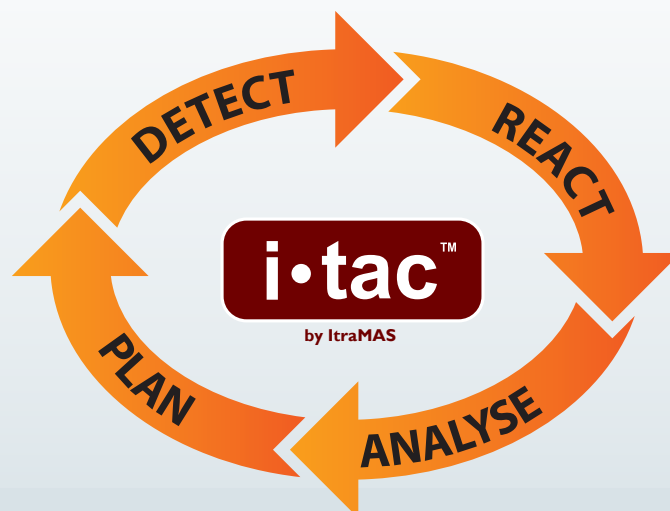
ARCHITECTURE

i.tac™ is built on an open architecture platform. Its Vendor Mediation Module provides seamless integration to combine the strengths of various security devices and sensors, including legacy device such as CCTV, access control and the latest video analytics, RFID and GPS. The Messaging Module enables applications running at different times to communicate across heterogeneous networks and systems that provide guaranteed message delivery, efficient routing, security, and priority-based messaging.



FUNCTIONALITY

The software consists of various modules to help the security operator complete the full operation cycle of situation management in **PLANNING, DETECTING, REACTING AND ANALYSING**.



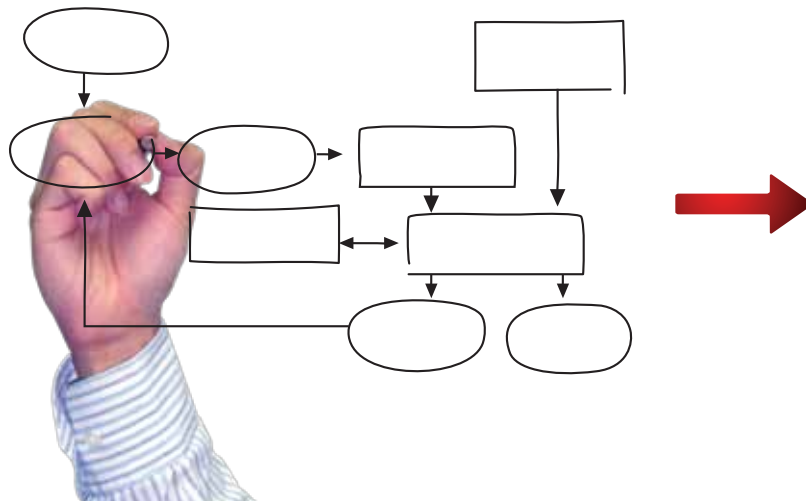
DETECT

The Geographical Information System (GIS) module provides a multi-layered map based user interface which allows the operator to have a holistic view of the areas under the surveillance. All sensors and devices are represented by icons on a map. When alarms are triggered by the sensors, the system will gather, categorise and display the alarm in real time. The operator acknowledges the alarm by clicking the blinking icon and drill down to view the alarm's detail before choosing the appropriate remedy action suggested by the system. The software uses standard and intuitive user interface to configure, monitor and control the multi-vendor devices. New operators will be able to familiarize with the software after some basic training.



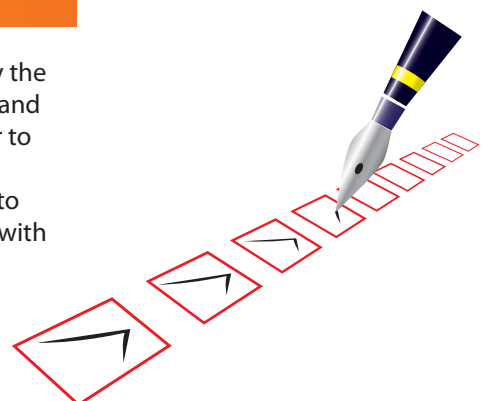
REACT

Effective emergency response requires teamwork, collaboration and discipline, not only within the security team but also other emergency bodies such as police station, hospital and fire brigade. A clear and step-by-step workflow is crucial to guide security personnel to react and coordinate among themselves in an emergency situation. The Response Plan module of i.tac™ enables the security operator to create response workflow, designate routing rules and map fully functional workflows that can accommodate various type of emergency situation. The security operator has the option to activate the processes automatically or manually.



ANALYSE & PLAN

Along the processes, the event log module will log every task performed by the operators to form an audit trail for post incident review, system fine tuning and detailed reporting. The archive and restore module allows security operator to playback the CCTV and retrieve the historical data for incident tracking and analysis. The tagging mechanism within the module can help the operator to narrow down the search and all the relevant and interrelated CCTV images with the system data retrieved in a very short time.



BENEFITS

Speed Up Response Time

- ▶ Holistic view of real-time alarm and event enable security operator to catch the incident easily.
- ▶ Fast decision making based on the aggregated real-time data from different devices and sensors.
- ▶ Integrated devices help information dispatched to the field personnel for further action and situation update.

Minimise Operational Costs

- ▶ Automation of detection and responses eliminates the need to increase manpower.
- ▶ Auto-generation of reports, log and audit trail out of the database helps reduce the administrative overhead.
- ▶ Able to integrate to legacy system to leverage on previous investment.

Reduce Human Error

- ▶ Step-by-step rule-based response plan helps operator to do the right thing at the right time.
- ▶ The workflow can deter operator in using "short-cut" by not following the standard operation procedure.





ABOUT ITRAMAS

ItraMAS Corporation Sdn. Bhd. (www.itramas.com) was founded in 1999 as a designer and manufacturer of energy-saving Light Emitting Diode (LED) - based Traffic Signals and Variable Message Sign (VMS) systems for the Intelligent Transportation System (ITS) industry. The company is recognised as one of the major System Integrators in the ITS industry by Global Industry Analyst Inc., a US-based research organisation. ItraMAS has also launched a series of high performance LED-based lighting products under "Q-RAY™" brand name for the commercial, residential and public lighting sectors. It's US - based lighting division, Digital Lighting Inc. (DLI), is currently an Energy Star partner.

ItraMAS™

ItraMAS Technology Sdn Bhd (497077-A)

1, Jalan PJU 8/5A, Damansara Perdana,
47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Tel: 603-7727 0979 Fax: 603-7727 4979

www.itramas.com