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Video and photo anonymization software for privacy protection

Developed by TRASEE™

Megatrends of XXI century

- ▶ Rising urbanisation and growth of megacities

- ▶ Video surveillance becomes prevalent, increasing numbers of cameras

- ▶ Development of AI technology allows for automated facial recognition and identity tracking in live streams and recordings

Institutions all over the World face an ever-growing dilemma:

improvement of security & increase of profits
vs.
protecting privacy

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IDEA

We believe that advances in technology don't necessarily result in restricting our privacy. By developing state-of-the art tools for video&image anonymization, that allow to solve "privacy vs. security" dilemma...

we make ethical monitoring possible

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Customer's Pain Points

Growing legal requirements and concerns

Data & privacy protection laws are becoming stricter. Companies need to fulfill requirements which impose extra cost and effort. Providing data to third parties is complicated. Fines for non-compliance can be severe.

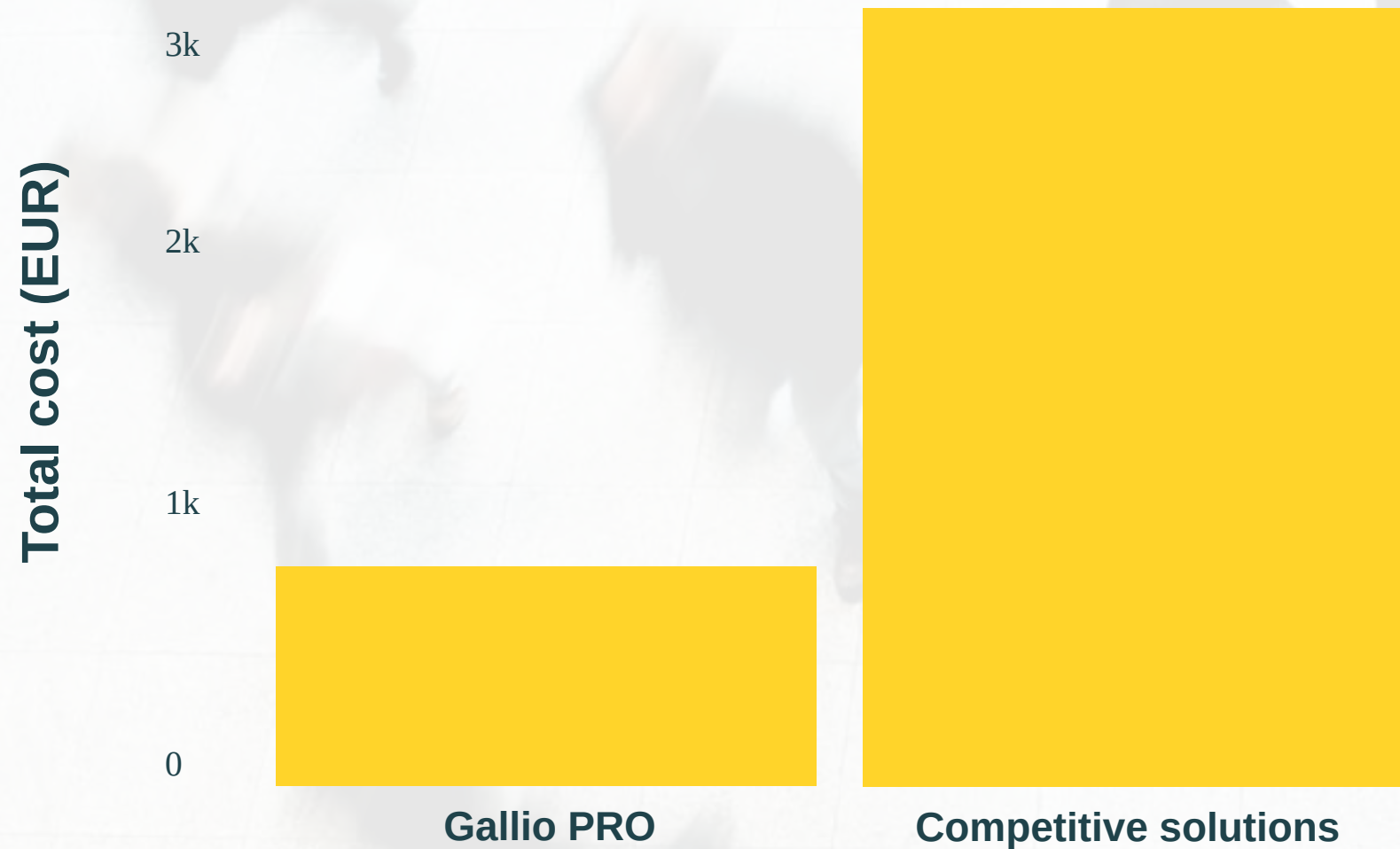## Manual anonymization is expensive

Moreover it is time-consuming and require expertise. It is impossible to utilise at industrial scales.

Cloud computing has its flaws

Our competitors rely on cloud-based image anonymization, which requires fast, stable internet connection and results in loss of full control over data which is handed over to third parties. For many entities this is a deal-breaker.

Gallio PRO desktop application

Total cost (EUR)

3k

2k

1k

0

Gallio PRO | Competitive solutions

Cost of processing of 10 hours of video monthly for one year

Face & car license plates bluring

Compatibility with many video formats

On-premise data processing

Works on consumer-grade computer

Compliance with GDPR and privacy laws

Faster than manual anonymization

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Unique features
of our current application

"Small" on-premise – other solutions use either cloud computing or server implementation. Our software works on every Windows or Mac machine. It can be widely adapted by e.g. schools or small businesses.

Accessibility - our design philosophy is that even non-technical users an people who are not tech-savvy should be able to use our software effectively.

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The future Challenges

Overcoming the technological barrier
Simultaneous anonymization of multiple video streams from many cameras in real time, anonymization on-the-edge.

The system shall be efficient to create as little carbon footprint as possible

The solution shall be affordable for purchase and maintenance

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Business model

Subscription based

- monthly or yearly subscription
- mainly for small entities
- inbound lead generation, automated e-commerce style sales

Enterprise sales

- customized features, license lifetimes and types, tailored support, integration with customer's workflows
- negotiated contracts
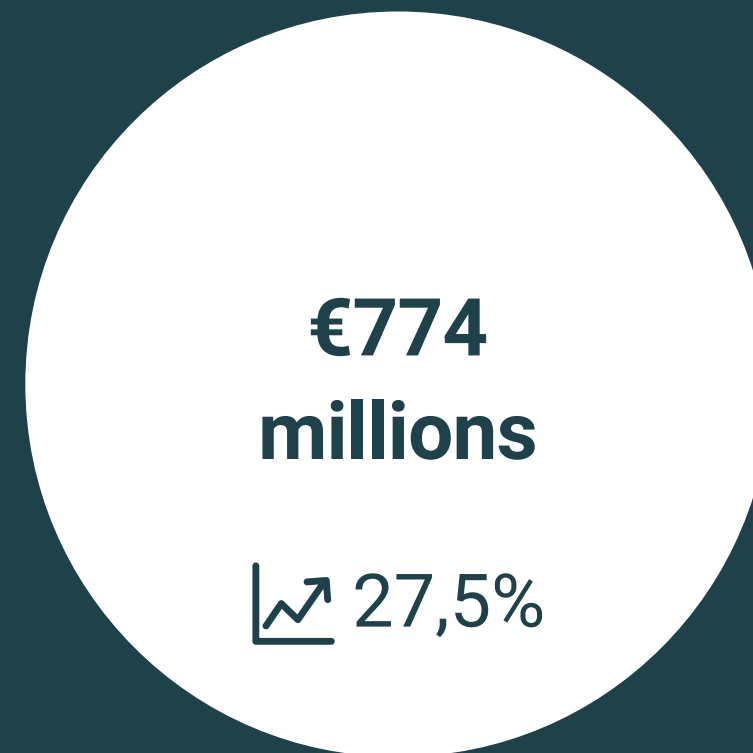- mainly for corporate and B2G sales

Who needs our technology?

- City monitoring operators
- Schools & Education
- Medical facilities & healthcare
- Shopping malls and retail
- Facility management
- Parking operators
- Construction companies
- GIS industry
- UAV and drone surveying firms
- Mobile mapping

- Transport operators (rail, road, other)
- Security industry
- Autonomous Vehicles manufacturers (ADAS Datasets)
- Military & law enforcement
- Courts and legal institutions
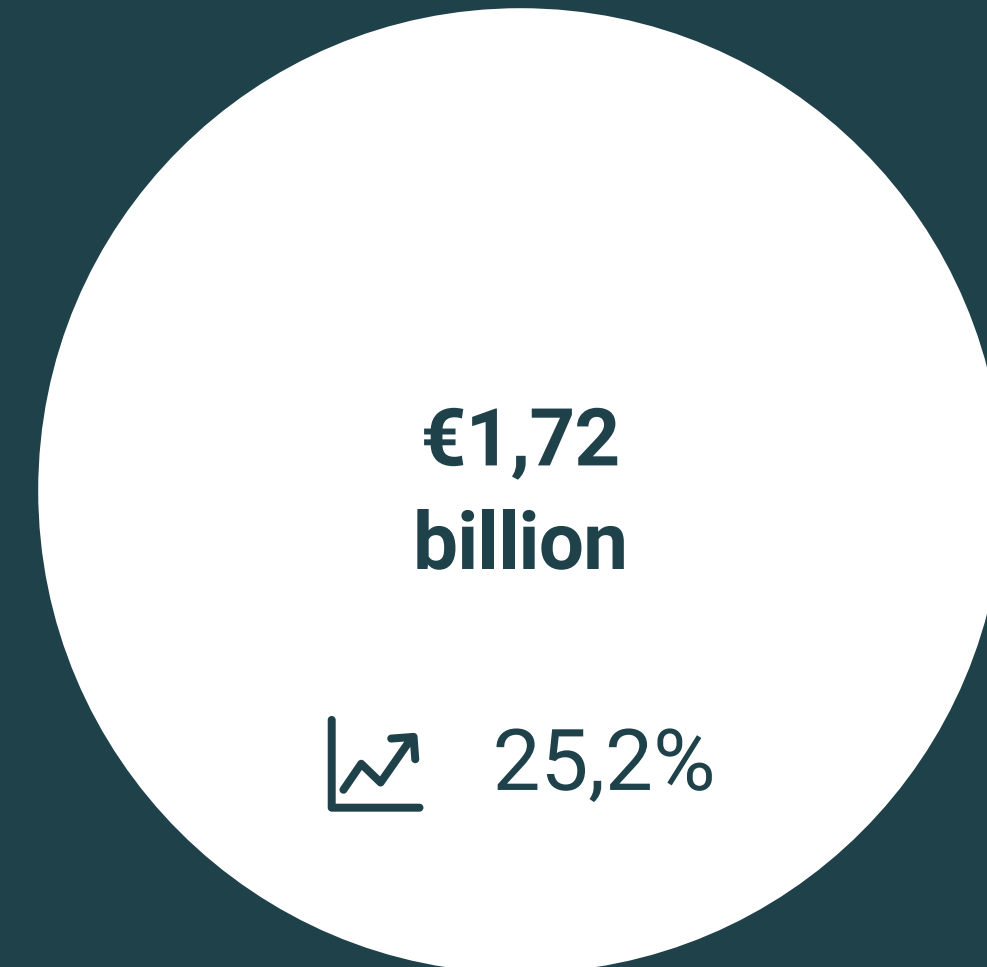- Virtual walks & indoor mapping

and more...

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Market size

€288 mln
↗ 31,6%

€774 millions
↗ 27,5%

€1,72 billion
↗ 25,2%

SOM
Value of the EU on-premise privacy law services market

SAM
Value of the EU privacy law services market

TAM
Value of the global privacy law services market

Selected competitors

	AXIS	Celantur	brighterAI SECURE REDACT	gallio PRO
Works with any manufacturer cameras	✖	✔	✔	✔
Local data anonymization	✔	✖	✖	✔
Accuracy and next gen. AI algorithms	✖	✔	✔	✔
Real time anonymization	✔	✖	✖	⚙
Rest API	✖	✔	✖	⚙
Selective anonymization	✖	✖	✔	✔

Meet our Team!

Our team consists of four graduates of the Faculty of Data Science at the Wrocław University of Technology and a manager with experience in sales and marketing. Since the beginning of our professional careers, we have been accompanied by the idea of revolutionizing traditional methods of image analysis and replacing them with more effective solutions.

MATEUSZ ZIMOCH
CEO

A graduate of two majors: computer science and robotics engineering. He combines technical knowledge with soft skills. An experienced presenter and marketer. Coding instructor in a private school and author of programming courses. Experience in Startups, delivering POC and MVP.

PIOTR ZIELIŃSKI
CTO/R&D

PhD candidate at the Wrocław University of Technology specializing in data science. Machine learning consultant. Born researcher. Leader of a team of computer scientists whose autonomous submarine project won international acclaim (U.S. Navy competition in the United States).

BARTEK KURZEJA
DevOps/Backend

Passionate about programming and technology, with particular emphasis on distributed systems. During his professional career, he has been contributing to developer teams creating complex systems for companies such as Aldi or PayPal. A perfectionist in terms of code cleanliness.

BARTOSZ GIERCZAK
Frontend Developer

Fan of clear interfaces and clear reports. Specializes in creating web applications in many technologies. He gained his first professional experience already during his studies working for such companies as Siemens or MindsEater.

ŁUKASZ BONCZOL
Business Manager

A manager with many years of experience in expansion to global markets. He's been building sales teams, leading trade negotiations and legal litigations. Worked with C-level executives. Former project manager in Appfire, a *Deloitte's Technology Fast 500 North America* company.

Growth plan

2022

MVP, early adopters, hitting the market

- Pilot clients
- Researching clients' needs
- Prototype of video stream solution
- Graphical User Interface

2023

Winning first strategic partners

- Production stream anonymization version
- Cloud versions
- Plug-ins for third party software (API)

2024

Brand globalization and expansion to markets worldwide

Selected first clients:

Polish National Railways

Branch of Polish National Health Fund

Large player in automotive industry

Local German railway operator

City / local government

Swedish construction giant

Greek company from GIS industry

Dutch drone company

Canadian geodesy / surveying company

Mapping company from India

French geodesy / construction company

What next?

Advanced AI engine that benefits from GPU hardware acceleration may be used to provide customer with additional analytics without any significant loss of efficiency:

- ▶ vehicle counting and classification
- ▶ queue management
- ▶ marketing analysis
- ▶ prohibited item detection
- ▶ accident prevention
- ▶ ...and more

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THANK YOU!

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We are ready
for your questions

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