

18th November 2021

## Pinjarra Junction Implements icetana motion intelligence™ Software

**Pinjarra Junction Shopping Centre is excited to announce the integration of icetana motion intelligence™ software within the centre's security video surveillance system. The integration of icetana will assist in providing a safer environment for customers at Pinjarra Junction Shopping Centre.**

icetana motion intelligence™ software uses artificial intelligence to identify abnormal behaviour patterns and has been found to significantly reduce crime and suspicious behaviour. Through the learning of 'normal' behaviour patterns, icetana has the ability to filter out irrelevant footage such as customers browsing ordinarily through the centre. This enables security operators to focus on critical real time events. Evidence suggests that security operators tend to miss 45% of activity, within 12 minutes of video monitoring.

The integration of icetana at Pinjarra Junction Shopping Centre is a huge step forward for the safety of customers and retailers in the shopping centre. It will promote a secure environment for shoppers and retailers, and increase the effectiveness of security surveillance.

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For further information please contact:

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