



PRODUCT BRIEF

Your cameras already record. **BASAR** watches.

BASAR (بصر) is our video management and AI analytics platform. It connects to the IP cameras and recorders already on site, turns what they see into alerts someone can act on, and brings every branch onto one screen. Nothing installed is replaced.

What most camera estates actually do

Most organisations already own the cameras. Hundreds of them in some cases, across head office, branches and warehouses, each one recording around the clock. What they rarely have is anyone watching.

Footage is reviewed after the event. Someone reports a theft, a near miss or a door left open, and an operator scrolls back through hours of recording to find the minute that mattered. The cameras saw it when it happened. Nobody was told.

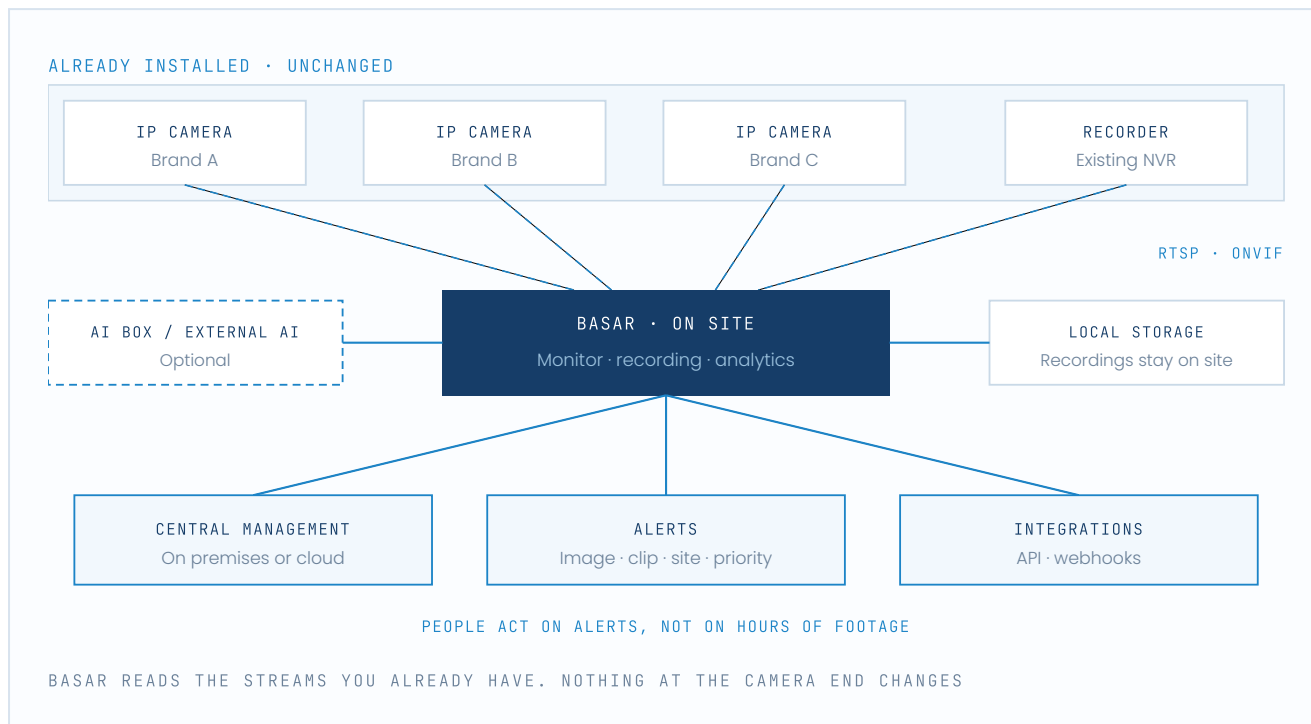
Branch networks make it worse. Each site tends to have its own recorder, its own software and its own login, so there is no single place to see what is happening across the estate and no consistent way to report on it.

The usual answer is a new system: new cameras, new recorders, a new contract. It is expensive, it is disruptive, and it throws away equipment that still works.

What we built instead

BASAR sits on top of what is already installed. It reads the video streams your cameras and recorders already produce, applies analytics to them, and the moment something matches a rule you defined it sends an alert with the image, the clip, the camera and the site attached. The cameras, the cabling and the recorders stay exactly where they are.

An intelligence layer, not a replacement



Nothing at the edge is replaced

BASAR connects to IP cameras and network recorders over the open standards they already speak, RTSP and ONVIF. It works across manufacturers, so a site with three brands of camera is one estate to BASAR, not three.

Analytics where they fit best

Run BASAR's own analytics, add an AI box on site where processing should stay local, or connect an AI system you already use. The choice is made per project, and per camera where it needs to be.

Recordings stay on site

The BASAR monitor and recording service runs on your premises, so recordings and sensitive footage are kept locally under your retention rules. Central management can sit on premises or in the cloud.

Alerts that carry their evidence

Every alert arrives with the image, the clip, the time, the camera, the branch and a priority. An operator decides what to do from the alert itself, without having to find the footage first.

What the platform does

Seven capabilities in one interface. Each is configured to the project rather than switched on wholesale.

CAPABILITY	WHAT IT DOES
Video management	Live view, camera and channel management, and cameras organised by branch and site
AI analytics and events	Analytics from BASAR or an external AI source, each event linked to its camera and its operational context
Branch monitoring	Every branch and site on one dashboard, with camera status and the alerts that need attention
Recording and playback	Local recording, review of recorded footage, and export of the clips that matter
Reports	Operational and event reports for follow-up, trend review and decisions
Users and permissions	Roles matched to how the organisation is run, so each person sees the sites and functions their job needs
Integrations	API and webhooks that pass events into the systems you already operate

From recording to response

Each alert is a record: what was seen, where, when, and what was done about it. Incidents are followed up rather than forgotten, and reports describe what actually happened rather than what someone remembers.

How it fits what you already have

CAMERAS

Keep them

IP cameras over RTSP and ONVIF, from any manufacturer that supports them

HOSTING

On premises

With optional cloud or central management, decided by the project

RECORDERS

Keep them

Existing NVRs carry on recording. BASAR adds its own local recording where the project needs it

INTEGRATION

Open

API and webhooks into the security and operations systems you already run

How a deployment runs

STAGE

WHAT HAPPENS

Survey

We list the cameras and recorders on each site, confirm which streams are reachable, and flag any that need attention first

Define

We agree the use cases with you: which areas, which events, which priorities, and who is alerted

Connect

BASAR is installed on site and connected to the existing cameras. No camera is moved or replaced

Pilot

Analytics run on a selected group of cameras, so results are judged on your own sites and in your own lighting

Roll out

The remaining cameras and branches are added, users and permissions are set, and your team is trained

CAMERAS THAT CANNOT CONNECT

Older analogue cameras do not produce a network stream. The survey finds them before anything is agreed, and we set out the options for each one.

Where it is used

BASAR suits any organisation that needs one view across many cameras, clearer alerts, and integration with the way it already operates.

SECTOR	WHAT BASAR WATCHES FOR
Retail	Activity across stores, restricted stock areas, and procedures at opening and closing
Warehouses	Movement in restricted zones and loading areas, and access outside working hours
Industrial sites	Presence in hazardous areas and adherence to safety procedures
Commercial buildings	Entrances, car parks and shared areas, watched from one place
Multi-branch businesses	Every branch on one dashboard, under the same rules and the same reports
Logistics	Yards, gates and loading bays, with every alert tied to its site and time
Security operations	Operators working from prioritised alerts rather than from walls of screens

Example use cases

- ◆ People detection and presence monitoring in defined areas
- ◆ Restricted area, movement and direction monitoring
- ◆ Detection of selected abnormal events or behaviours
- ◆ Monitoring adherence to operational procedures
- ◆ Every alert linked to its image, video, camera, branch and time

What the customer gets

- ◆ More value from the cameras already installed, without replacing them
- ◆ Incidents noticed while they happen, not discovered in playback the next day
- ◆ One view of every branch and site, under one login
- ◆ Recordings kept on your premises, under your retention rules
- ◆ Events delivered into the systems your teams already use
- ◆ Reports that show what happened, where, and how often

Built on

RTSP

ONVIF

MULTI-VENDOR

ON-PREMISES

OPTIONAL CLOUD

API & WEBHOOKS

ROLE-BASED ACCESS

WHAT WE DO NOT PROMISE

How well an analytic performs depends on where the camera is mounted, the light it sees and the resolution it records. We do not quote detection rates from a datasheet. We measure them in the pilot, on your cameras, and agree the use cases on that evidence.

PERSONAL DATA

Video of people is personal data. BASAR keeps recordings on site, limits access by role, and is set to the retention periods your policy defines, so a deployment can be configured in line with your obligations under the Personal Data Protection Law.

See it on your own cameras.

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Tell us how many sites and cameras you have. We will survey them, run BASAR on a few of them, and show you the alerts it raises before you commit to anything.