



# Data Matters with Milesight Metadata

Compatible with Third-party VMS via **ONVIF®** | 

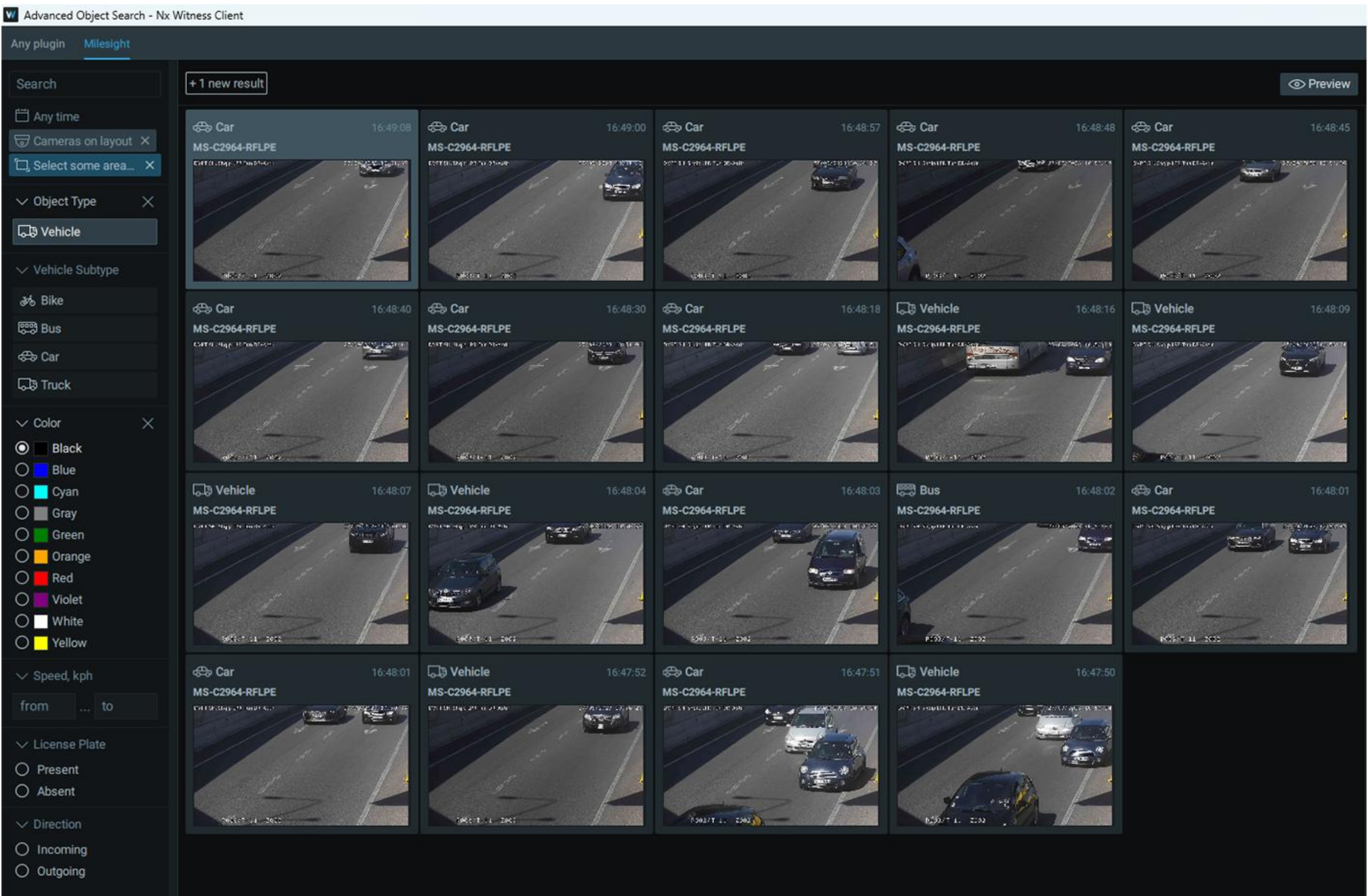
A Milesight Technology Moment



# Why Metadata

In the realm of modern video surveillance, the deluge of data often overwhelms, rendering much of it unused. This is especially prevalent in continuous monitoring scenarios, crucial for capturing critical incidents and evidence. Distilling relevant information from this sea of data proves challenging and time-consuming. Metadata, however, offers a solution by rendering data identifiable and actionable.

Metadata, the descriptive layer accompanying raw data, is indispensable for extracting intelligence from video and audio streams. By encapsulating key details within a scene, metadata facilitates rapid identification, evaluation, and response to pertinent information across myriad footage streams. It has become an indispensable component of effective security and operational strategies.



# What is Metadata

Metadata, colloquially termed as 'data about data,' takes on the role of 'data about video data' in surveillance settings. It encompasses essential scene details, answering the 'where, what, and how' questions pertaining to changes within a video stream.

Video metadata extracts crucial scene details, including but not limited to:

- Location
- Time
- Color
- Size
- Shape
- Track
- Counting
- Bonding box
- Events and alarms
- Duration within scene
- Direction of movement

Furthermore, foundational attributes such as video stream descriptors, codecs, timestamps, and device identities contribute to enriching metadata.

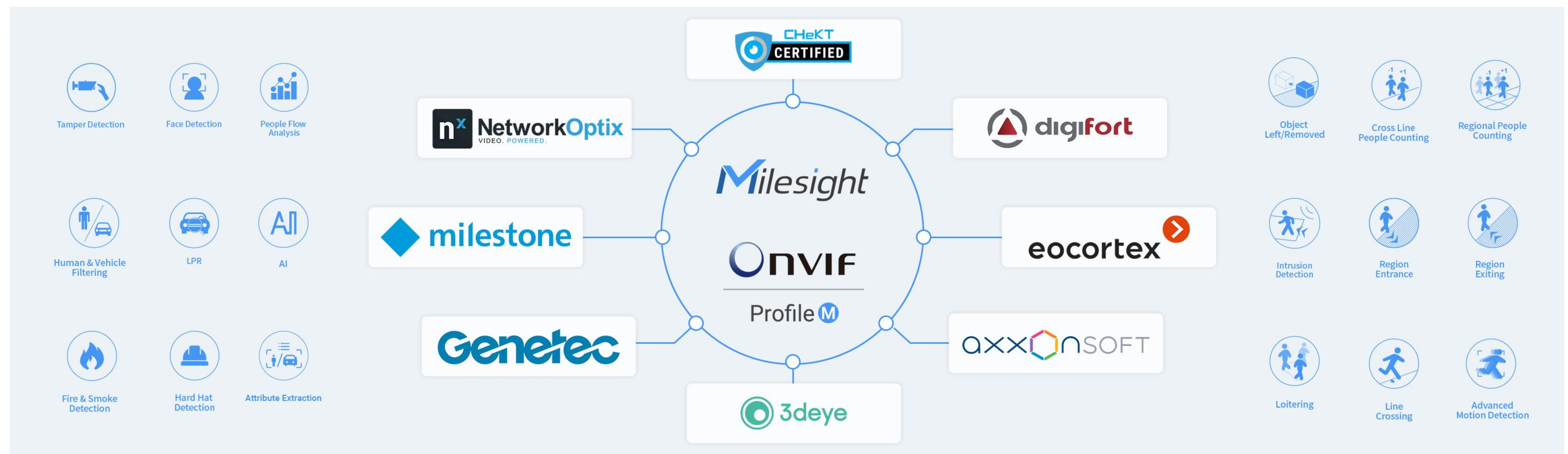


## How to Use Metadata from Milesight Camera

Milesight camera utilizes advanced AI algorithms to detect, analyze and identify various attributes of human, vehicle and license plate from the video. With the comprehensive data, users can perform efficient surveillance, forensic search, business analysis, learning of traffic patterns and customer behavior and so on. Milesight empowers organizations to make data-driven exploration and decisions.

### Harnessing Metadata with ONVIF Profile M

Milesight embraces the standardization of ONVIF Profile M, making sure the smooth ingestion and utilization of metadata by other ONVIF clients. The interoperability and compatibility enhance the versatility and efficacy of the whole surveillance ecosystem.

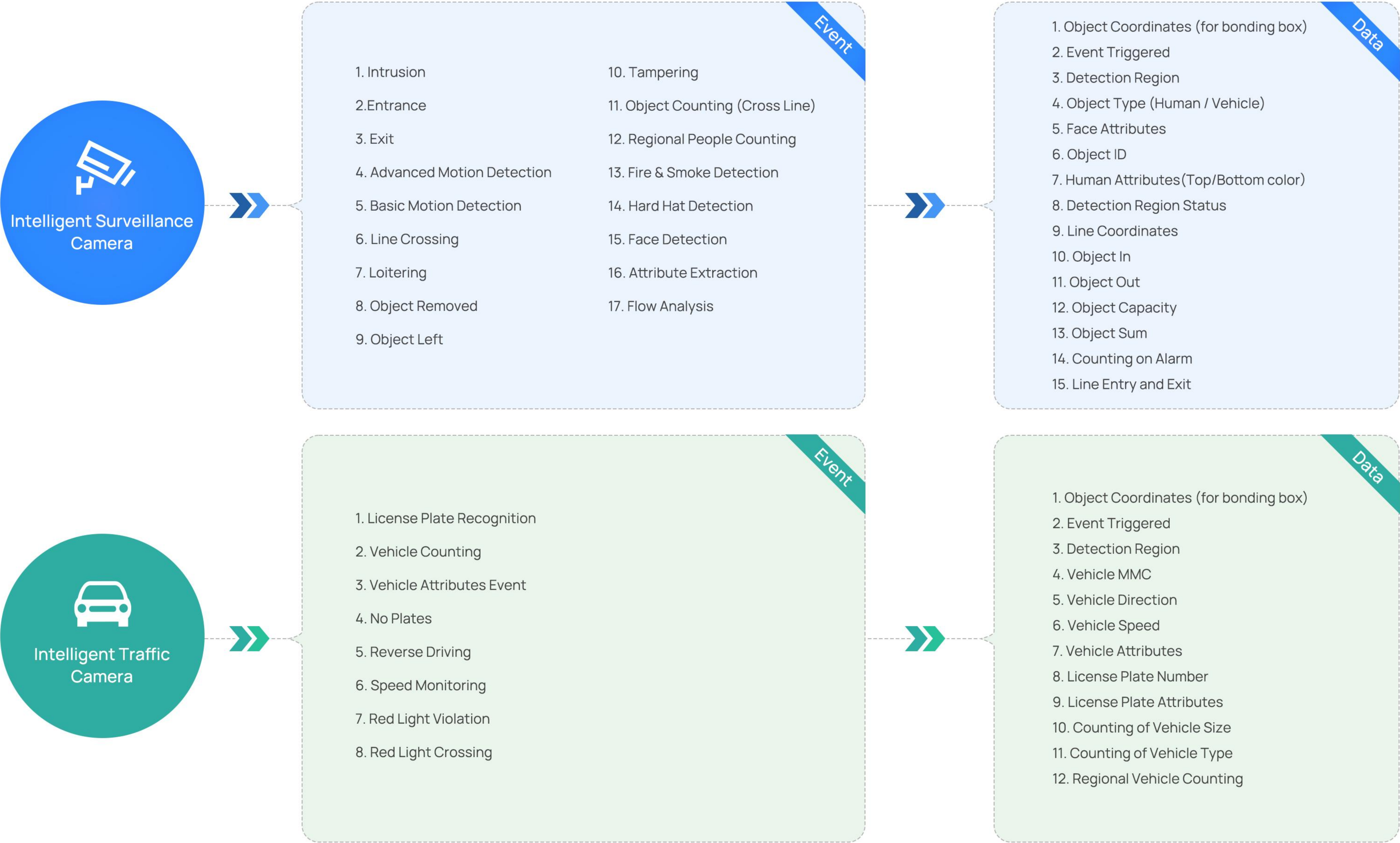


### The Value of Metadata in Video Security

Metadata serves as filtered information for essential and further analysis, including:

- Real-time alarm triggering and notifications
- Post-event forensic analysis
- Statistical insights and reporting
- Efficient event or motion-based recording, curtailing storage overheads







## About Milesight

Milesight is a fast-growing high-tech company delivering smart IoT and video surveillance products with a focus on IoT technologies, including Artificial Intelligence, 5G and LoRaWAN®, since 2011. With improved sensing capability and advanced IoT insights, we help customers worldwide optimize their business operation in a more efficient and sustainable way. In collaboration with a global network of distributors and system integrators, we are committed to building open ecosystems and accelerating IoT strategies to the next level.

For more information about Milesight, please visit our website [www.milesight.com](http://www.milesight.com).

