



Innovation Lab Brings New Applications to Life

March Networks Labs speeds the development of innovative, integrated solutions

MARCH NETWORKS has opened an innovation lab to speed the development of new applications integrating surveillance video, data, and advanced analytics.

Located at the company's headquarters in Ottawa, Canada, March Networks Labs has already released several promising applications that have been successfully field tested by customers in the United States. ►

“We began hearing a lot of talk in the video surveillance industry about Artificial Intelligence (AI) and machine learning that wasn’t distilled down to practical applications for the end-user,” said Jeff Corral, March Networks’ Director of Strategic Partnerships and Integrations. “Often, when it was distilled down to a practical application, it didn’t meet the customer’s expectations, so March Networks Labs is all about reimagining our own products and combining them with third-party technologies to develop and validate practical applications that respond to a real need.”

The opening of the lab coincided with the emergence of COVID-19, resulting in Corral and his team receiving inquiries from integrators and end-users about applications directly relating to pandemic compliance, like building occupancy limits.

The March Networks Health Compliance Solution (HCS) was developed as a result.

“Within a month or so, we were able to bring this application from concept to product release,” said Corral. ➤



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The HCS measures building occupancy, rapidly detects individuals who may have an elevated body temperature, and ensures compliance with new cleaning and sanitization procedures with real-time alerts tied to video. In addition to displaying occupancy data on a local monitor, the solution can also be integrated with a smart lighting system at a business’s entrance for another visual indicator of occupancy. This means a business could literally get a green light when its occupancy limits are within the desired threshold.

The March Networks Alert Communication Tool (ACT) was one of the solutions produced in the lab that helps to power the HCS. It’s the technology that delivers real-time notifications with video snapshots via email and instant message, and it can be used in various other business applications as well.

For example, ACT can be used as a mobile order pickup solution, alerting businesses to a customer’s arrival. It works with March Networks’ AI-powered ME6 Series IP Cameras to detect the presence of a vehicle in a specific parking spot and then sends a text with a video clip of the vehicle to a designated employee. Based on the color and make of the vehicle or its license plate, the correct order can then be delivered to the customer.

ACT can also be used to send real-time alerts about motion detected after business hours, or to help with parking enforcement measures, among other applications.

Staffed by an integration specialist working with the company’s software developers, the lab is focused on finding innovative ways to make use of the video and data available from an end-user operation, including point-of-sale, ATM, and RFID data. “The objective is to provide insight into a customer’s business and drive return on investment by telling them something that is important to them that they wouldn’t otherwise know,” said Corral.

The lab works closely with March Networks’ Certified Solution Providers (CSP) and end-user customers to ensure every application reflects a real-world need.

“There’s always a CSP and end-user in the mix,” said Corral. “CSPs are really important to us because they are able to provide additional insight into how their customers are going to feel about an application if we bring it to market.”

CSPs and end-users with an idea for an application can contact the lab by emailing Jeff at jcorral@marchnetworks.com ♦

