Canon Completes Acquisition of BriefCam

BriefCam to Remain Standalone Company within the Canon Group

BOSTON, July 3, 2018 — BriefCam, the industry's leading provider of Video Synopsis® and Deep Learning solutions, today announced its acquisition by Canon Inc., a world leader in digital imaging solutions is complete. With BriefCam, Canon will deliver an even broader range of leading-edge technology and solutions in the fields of network cameras, video management software and video content analysis software to customers and partners across the globe.

BriefCam will continue its operations as a standalone company within the Canon Group, continuing to remain an open platform, working seamlessly with other third-party products in the market ecosystem, providing customers with freedom of choice.

"We are excited to officially be joining the Canon Group," said Trevor Matz, President and CEO of BriefCam. "BriefCam and Canon are both focused on advanced innovations and leading-edge technology solutions, and together we look forward to continuing to deliver industry disrupting video content analytics solutions and accelerating co-innovation opportunities."

BriefCam's breakthrough technology detects, tracks, extracts and identifies people, objects, their attributes and behavior from video. By presenting objects that have appeared at different times within the video simultaneously, BriefCam enables the review of hours of video in minutes. BriefCam's embedded BI platform utilizes the extracted and aggregated video metadata such as men, women, children, vehicles, size, color, speed, path, direction, and dwell time, enabling users to quantitatively analyze their video, derive actionable insights, and visualize them within customizable dashboards for data driven safety, security and operational decision making. BriefCam's near real-time alerting capabilities leverages its advanced analytical capabilities to effectively balance sensitivity, accuracy and efficiency.

About BriefCam
BriefCam was founded in 2007 by Prof Shmuel Peleg, Mr. Gideon Ben-Zvi, and Dr. Yaron Caspi, based on the Video Synopsis technology developed at The Hebrew University of Jerusalem. BriefCam is the industry's leading provider of Video Synopsis® and Deep Learning solutions for rapid video review and search, smart alerting and quantitative video insights. By transforming raw video into actionable intelligence, BriefCam dramatically shortens the time-to-target for security threats while increasing safety and optimizing operations. BriefCam's award-winning products are deployed by law enforcement and public safety organizations, government and transportation agencies, major enterprises, healthcare and educational institutions, and local communities worldwide. For more information about transforming video surveillance into actionable intelligence, visit https://www.briefcam.com/.

About Canon
Canon Inc., headquartered in Tokyo, Japan, is a leader in the fields of professional and consumer imaging equipment, industrial equipment and information systems. Canon's extensive range of products includes production printers, multifunction office systems, inkjet and laser printers, cameras, video and cinematography equipment, network cameras, medical systems and semiconductor-manufacturing equipment. Originally established in 1937 as Precision Optical Industry, Co., Ltd., a camera manufacturer, Canon has successfully diversified and globalized to become a worldwide industry leader in professional and consumer imaging systems and solutions. With approximately 198,000 employees worldwide, the Canon Group includes manufacturing and marketing subsidiaries in Japan, the Americas, Europe, Asia and Oceania; and a global R&D network with companies based in the United States, Europe, Asia and Australia.