# The time for all industries to embrace audio is now!

**Though many are on-board, some industries are still missing out on the opportunity to leverage the benefit audio has to offer in a security mix!**

Unlike video, where the usefulness of the technology is widely known, audio has not been fully embraced by many industries.

One such area of interest is the transportation sector, where the use of audio for both operational and security applications has been tradition for many years. Despite this, there are still numerous legacy analogue-based systems occupying the same spaces, segregated by purpose.

At present, in other sectors such as education and retail, audio is still being treated as an afterthought, which is an unfortunate loss of opportunity for them.

There are several good reasons for everyone to embrace audio!

## Easy to integrate audio with other system and devices

Alongside the more commonly known benefits of audio in a security mix, audio security systems of today are easy to integrate with other systems and devices. Today there are many security solutions that embrace this desire for convergence, and seamlessly integrate with a multitude of solution components.

## Integrate audio for more value creation

It is critical that a communication system should be integrated with your access control system. This will allow security teams to grant visitors access to the facility via a desktop station – here the station is registered to access control system.

Integration between a communication system and an access control system is critical in many cases. Security teams require the ability to verify and grant access to visitors, and vice versa, a guest should be able to request assistance at the touch of a button. Audio connection between an access point and a desktop control hub can make for straightforward, human resolution of security measures.

Another example is an integration between access control, public address, and alarm systems. In case of an incident or ongoing threat situation where an alarm has been triggered, the alarm can also activate exterior intercoms or loudspeakers to warn people heading into that danger zone.

**'Some other use cases where audio has been integrated in security mixes include:**

### Pre-recorded messages triggered by motion

A camera detects motion and sends a command to trigger a pre-recorded message, made heard by a speaker system.

### Manually triggered pre-recorded messages

The camera detects motion and sends a notification to an administrator. Upon receiving that notification, the administrator triggers a pre-recorded audio message to emit from loudspeakers in the subject area.

### Live voice messages

Cameras with motion detection can alert security personnel to action. The administrator is then able to make a live announcement using their microphone

## Integrate intelligent audio for smart security

We are in an exciting time in our industry, where artificial intelligence (AI) technology continues to radically change how we work and live.

It is also a time when businesses are becoming more aware of the need to bring technology closer to their customers, with concepts like smart buildings and property technology spurring the need for AI based technologies.

## Integrate Audio for smarter insights

Audio analytics on the other hand operate in the acoustic realm. Unlike vision (i.e., video surveillance), audio waves do not require direct line of sight to be detected, as audio travels around corners. This opens a multitude of new use cases otherwise not possible without audio. Take the example of a person breaking into a car in a parking garage. He would most likely do this in an area that does not have

security cameras. However, an audio analytics solution would still recognize the event and alert the security guard to act immediately.

As we move forward, we will see more and more applications that embed audio analytics on edge devices such as IP speakers, intercoms, and video cameras. Processing audio at the edge has several benefits:

- Less equipment, and therefore cost reduction, by eliminating the need for a central server
- Video footage streams when triggered by an audio event only, thereby reducing bandwidth consumption and storage needs
- It enhances real-time surveillance because the alert immediately directs security personnel's attention to the potential incident

Augmenting video surveillance solutions with audio analytics elevates situational awareness to the next level. Equipping your security systems with intelligent analysis of what is being **heard and seen** helps security quickly ascertain the nature of a threat and act appropriately.