Press Release , 11th September 2017 (For Immediate Release)

Cyrus Innovations Appointed Asura Technologies Asia Office

11th September 2017, Singapore Cyrus is proud to be appointed Asura Technologies Asia office. This partnership of technological innovation led by Asura Technologies in areas of deep learning and artificial intelligence on video based technologies with the combination of the vast Asian market knowledge and experience of Cyrus Innovations as a value added distributor is poised to create a new wave of value for System integrators and end users in Asia.

Asura Technologies made its debut with the Asura Recognition Unit (ARU) Plug and Play LPR in 2017 delivering an easy-to-integrate, flexible solution but has expanded its product offering to include vehicle make and model recognition, vehicle classification and color recognition.

The ARU family of products include

Asura ARU

The Asura Recognition Unit (ARU) is an easy-to-install and operate application enabling license plate recognition (LPR/NPR) in any new or existing traffic or parking management system. Connecting easily to IP cameras of any brand or video management systems (VMS), processing the video stream, performing vehicle detection and OCR and returning the results in a database or easily processed format; ARU is designed to fit any kind of business application without development.

ARU reads the country-specific features of license plates and recognizes both Latin and Arabic alphabets, states and number (e.g.: USA) as well as color-coded license plates. (e.g.: UAE, Qatar). ARU utilizes deep learning, so its performance is constantly evolving. Interoperable with MMR and other optional video analytics-based traffic enforcement features.

Asura Make and Model Recognition

LPR is the core technology for traffic and parking management strongly present in the Security and ITS industries. Today, in the age of Smart Cities and traffic automatition there is demand for a higher level of identification. ASURA's Plug and Play MMR is the video analytics expansion working with ARU LPR to provide the Make, Model, Color and Categorization of vehicles beside the license plate information. Experience enhanced vehicle data collection with ARU MMR.

Asura Move

ARU Move is a version of ARU developed especially for car-mounted, mobile utilization. Regardless whether the camera is still or in motion, it captures and processes the images of moving or parking vehicles. Images are captured and processed per vehicle, making ARU Move a more sophisticated and reliable solution than mobile applications based on free flow LPR and plate capturing technology.

Asura's security solution, AI shield

Weapon Detection and Classification System

Weapon detection and classification on real-time surveillance camera stream or recorded footage (pointed/edged weapons, small firearms, machine guns, rifles, heavy guns, etc.)

Symbol detection and recognition

Recognition of banned or other symbols associated with certain groups posing potential threat e.g. discriminatory signs and symbols in European football as per fare.org.

General security alarms

Pairing threat-types with typical alarms like smoke, fire and other patterns allows classification and verification of different levels of threats and security breaches.

About Cyrus Innovations Pte Ltd

Cyrus Innovations is a value-added distributor with a difference where its mission is to help system integrators successfully test, evaluate, design and implement new high tech solutions in the video surveillance space.

Cyrus unique product offerings spread across different technologies but with a common framework of using the IP network as an infrastructure and platform to deliver analytics and actionable insights. Cyrus Innovations' key strength lies in its ability to identify and bring to market innovative products and technologies from companies around the world that have a good track record in product quality and reliability.

Cyrus also serves as a technical competence center for the cutting edge products that it carries. It's role as a distributor took a change in 2015 to include R&D where its Cyrus developed its own patent pending video surveillance technology based on big data analytics and machine learning.

Cyrus has successful implementations in smart cities , military, retail , critical infrastructure , airports , government , commercial buildings, integrated resorts.

About Asura Technologies

Asura Technologies is the new generation video analytics company creating easy to integrate, camera agnostic data collection systems. We develop LPR- and video analytics-based vehicle recognition technology used for parking- and traffic management applications as well as AI-powered object detection software for general security and surveillance.

 Asura Technologies made its debut with the Asura Recognition Unit (ARU) Plug and Play LPR in 2017 delivering an easy-to-integrate, flexible solution. ARU earned a quick recognition of the traffic management industry exemplified by integration with major parking management systems and earning a Special Mention at the 2018 Intertraffic Innovation Awards.