Introducing Advanced Security at Lemon Tree Hotels

NEC India Deploys Leading Face Recognition Solution at the Hotel

By Manisha

NEC India Pvt. Ltd., a leading network and IT solution provider, completed the deployment of a high performance Face Recognition Solution (FRS) featuring NEC's world-leading technologies at Lemon Tree groups' upscale hotel, Lemon Tree Premier, Delhi Airport, New Delhi recently, making it the first in the hospitality sector in India to adopt the top-end safety and surveillance systems. Lemon Tree Premier, Delhi Airport is located in the Aerocity Hospitality District near Indira Gandhi International Airport.

However, no financial details were disclosed. The solution, deployed with NEC's partner Target Vision, matches faces appearing on the hotel surveillance cameras to a database list of potential security threats provided by local authorities. The solution is deployed with NEC's partner Target Vision, and intelligently matches faces appearing on the hotel surveillance cameras to a database list of potential security threats provided by local authorities. Additionally, the solution can also

be utilized for whitelist management, offering customized service to the VIP guests at the hotel simply by recognizing their faces. Mr. Koichiro Koide, Managing Director, NEC India said, "We are excited to bring the cutting-edge NEC face recognition technology to the hospitality sector in India through Lemon Tree Hotels. We have spent 30 years to bring in the level of advancement seen in this technology, which has been globally recognized for its performance and accuracy."

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in India. Having 26 hotels in 15 cities across India, the safety and security of our guests is our prime responsibility, and thus, is of paramount importance to us. We thank NEC for partnering with us to provide this innovative security solution to further strengthen our already existing state-of –the art security arrangements at our Aerocity hotels". NEC's Face Recognition technology achieved the highest performance evaluation in the recent Face Recognition Vendor Test (FRVT) 2014 performed by the U.S. National Institute of Standards and Technology (NIST). Moreover,

Retail, Security and Surveillance Systems, IT and Multimedia Products to cater to the rapidly expanding Indian market.

Facial recognition solution (FRS) is a high performance face recognition biometric technology which intelligently matches faces appearing on the surveillance cameras to the database in real time for security and monitoring purposes. The human face plays an important role in social interaction, conveying people's identity. Using the human face as a key to security, biometric face recognition technology has received significant attention in the past several years due to its potential for a wide variety of application in both law enforcement and non-law enforcement. It is used across more than 20 countries worldwide including USA, UK, Japan, China etc for fighting crime, preventing fraud and improving public safety. As compared to other biometrics systems using fingerprints/palm print and iris, face recognition has distinct advantages because of its non-contact process. Face images can be captured from a distance without touching the person behind identified, and the identification does not require interacting with the person. In addition, the face recognition servers the crime deterrent purpose because face images that have been recorded and archived can later identify a person. With an advance FRS technology, the images in a CCTV footages/ camera can linked to the existing database to monitor criminal and non- criminal movement real-time.

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compressed surveillance videos and images. This cutting edge technology can even use poor quality webcam images to produce the highest search results per second, and can recognize altered faces too with a high level of accuracy. The FRS can produce search results quickly, even when linked to a massive database of over 1.6 million records. Mr. Rahul Pandit, President & Executive Director, The Lemon Tree Hotel Company commented, "We are proud to be the first in bringing the world's number one biometric technology to the hospitality sector

NEC's technology took first place consecutively following the 2009 Multiple Biometric Grand Challenge (MBGC 2009) and 2010-2011 Multiple Biometrics Evaluation (MBE 2010-2011).

NEC India Pvt. Ltd. established in New Delhi, India, in August 2006, leverages on NEC's unique capabilities in integrating IT and networking technologies for a diverse customer base across governments, businesses, individuals and society in India. NEC India provides and develops solutions for Carrier Network, Unified Communications,