

# An Entrepreneur's Story

June 2008

## IntelliView Technologies Inc.

Calgary-based IntelliView Technologies Inc. is quickly making a name for itself by looking at surveillance systems in a different way.

The company's industry-leading software and hardware solutions incorporate real-time behavior analysis into video surveillance systems, dramatically reducing false alarms and providing accurate notifications of intrusions, threats and unwanted activities.

By converting existing video camera installations into intelligent, event-driven security and surveillance systems, IntelliView can be applied across a broad range of industry needs – including monitoring of indoor and outdoor environments, multi-level alerts, Internet access and monitoring from handheld devices. Other possible applications include people and vehicle traffic flow analysis, incidence detection and reporting, automatic license plate recognition, retail security, and hospital and retirement home safety.

IntelliView is guided by a management team of experienced entrepreneurs with a track record of success and significant corporate and scientific experience. Company founder and CTO, Dr. Wael Badawy, developed the proprietary video analysis and image processing technologies while working on his PhD at the University of Calgary. In 2003, the company was spun off from the University, and Badawy, now an Associate Professor in the Department of Electrical and Computer Engineering, together with seven graduate students continued to perfect the technology. The majority of these graduate students have gone on to work with IntelliView.

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*Photo courtesy Government of Alberta*

As is the case with many new businesses, and particularly those requiring research and development, funding was a challenge in the early days. IntelliView was able to secure support from the Alberta Ingenuity Fund and from IVAC, a new investment initiative from AVAC that provides investment and other assistance to Alberta businesses in the ICT, life sciences and other industrial technology sectors to help them get to the best possible start in their fields.

Alberta Advanced Education and Technology and the agencies it supports also played a role in the company's growth. IntelliView was invited to present at the Banff Venture Forum in 2007, one of the premier company financing events in Western Canada. The Forum is designed to showcase the hottest hi-tech companies, give insights into key issues in the industry, offer a premium networking environment, and provide the opportunity to learn from world-class professionals in the investment community. "Alberta Advanced Education and Technology was very helpful,



providing lots of good linkages to customers, access to test facilities, as well as some investment and support for attracting and maintaining top calibre researchers,” said Dr. Badawy.

IntelliView is rapidly growing and is actively seeking partnerships with industry-leading organizations that provide technologies and services to the video surveillance and security sector. At present, the company has 22 employees, and is looking to expand its staffing to 70-100 employees in the next two years.

IntelliView has landed 12 pilot projects, and is looking to secure additional support via venture capital or angel funding for this next phase.

When asked about IntelliView's clients, Mark Gillingham, Vice President – Sales, replied, “IntelliView is currently in a product commercialization stage and as such all of our initial clients are located in Alberta due to the fact that the clients are easier to manage when they are in close geographical proximity to Calgary. However, the technology sector that we are involved in, intelligent video surveillance, is a global market and our goal is to expand into larger markets via strategic partnerships.”

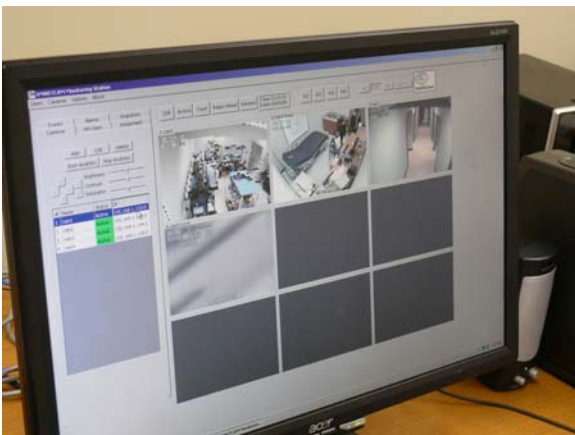


Photo courtesy Government of Alberta

“I would have to say that the biggest advantage about doing business in Alberta is the easy access to markets, like healthcare and other industries, as well as the initial support from the Alberta Government that provided us with the ability to attract and retain quality people,” said Dr. Badawy. “The newly-announced Scientific Research and Experimental Development (SR&ED) tax credits will certainly help companies like ours and those just starting out.”

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**Relevant location:** Calgary

**Sectors:** ICT

**Innovation system building blocks**

- Alberta Ingenuity Fund
- Alberta Advanced Education and Technology
- Banff Venture Forum
- IVAC
- NEWT
- National Research Council Canada - IRAP
- University of Calgary

*Reprinting of this story, in part or in whole, is encouraged if acknowledgement is given to Alberta Advanced Education and Technology.*