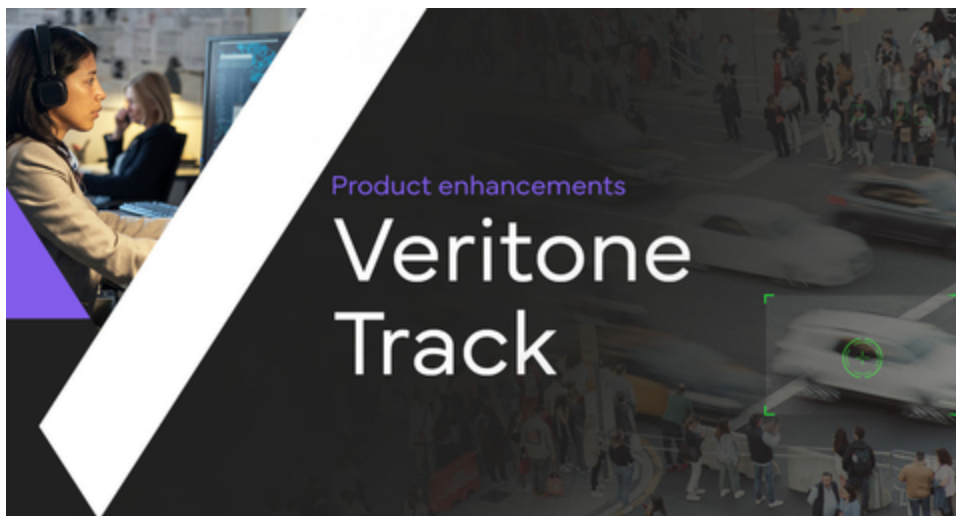October 18, 2024

Veritone Enhances Veritone Track to Add AI-Powered Vehicle Tracking

Veritone Track enables tracking of individuals and vehicles in video evidence at scale, without relying on personally identifiable information

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in building human-centered enterprise AI solutions, today announced significant enhancements to Veritone Track, its advanced AI-powered digital video forensics tool for public safety and law enforcement. In the latest update, Veritone Track enables users to identify and track vehicles of interest by make and model across multiple video sources, offering greater speed and accuracy in investigative efforts without relying on personally identifiable information (PII). The update also integrates customer feedback, including a redesigned user interface that streamlines workflows and new functionality to automatically stitch together all video evidence where a person or vehicle of interest was found to create a cohesive timeline.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20241018875948/en/

Veritone, Inc. announced significant enhancements to Veritone Track, its advanced AI-powered digital video forensics tool for public safety and law enforcement. (Graphic: Business Wire)

Veritone Track is one of the dynamic applications in Veritone's intelligent digital evidence management system, iDEMS, a solution suite that leverages artificial intelligence to streamline the management and analysis of digital evidence, including audio and video, providing law enforcement agencies with powerful tools to handle vast amounts of data quickly and accurately. iDEMS is powered by Veritone's leading enterprise AI platform, aiWARE™, which leverages the combined power of more than 300 pre-trained and trainable, best-of-breed cognitive AI and generative AI models across more than 20 cognitive categories in a single AI platform. Within aiWARE, Veritone's ontology framework provides customers with several benefits, including the ability to conduct more complex data queries and analyses, derive deeper insights, improved data security and governance, enhanced collaboration and the ability to scale and easily change or add

new data sources.

Designed to support law enforcement, public safety agencies and security teams, the latest version of Track leverages AI to detect vehicles of interest and automatically follow their movements using video footage from various camera sources, including closed-circuit television, body camera footage, drone camera footage, social media feeds and citizen uploads. This technology reduces the need for manual review of countless hours of footage, drastically improving case clearance rates and operational efficiency.

"Veritone Track's latest enhancements significantly improve search and performance by utilizing the latest aiWARE functionality, adding vehicle tracking and up-leveling the ability for public safety and investigative teams to efficiently respond to and investigate public safety threats," said Jon Gacek, general manager, Public Sector, Veritone. "The enhancements to Veritone Track also further strengthen our Intelligent Digital Evidence Management System (iDEMS), our AI-powered intelligent digital evidence management suite that helps agencies quickly access, search, manage, organize and share digital evidence — all of which can help accelerate investigations and improve legal processes."

"It's a top priority for MissionRT to equip the nation's heroes with the latest mission-ready technology to efficiently solve cases and keep our communities safe," said Richard Coleman, CEO and Founder, MissionRT. "The ability to leverage advanced AI for vehicle tracking can help officers manage vast amounts of data and enhance the speed and accuracy of investigations while safeguarding personally identifiable information."

In addition to vehicle tracking, Veritone Track assists agencies with several other applications, including:

Video Surveillance Efficiency: Veritone Track enables public safety teams to analyze large volumes of video footage from different cameras and angles, reducing the manual effort required to review video evidence. This efficiency is crucial in time-sensitive investigations like missing person cases or high-profile crimes.

Event and Crowd Monitoring: Track is used for monitoring large-scale events by identifying and tracking suspicious vehicles or patterns. Agencies can use it for near real-time surveillance during public gatherings or protests to ensure public safety.

Enhanced Security in Sensitive Locations: Building and event security teams use Track to monitor vehicles that may pose a security threat or have been flagged in intelligence reports.

Cross-jurisdictional Collaboration: When used in conjunction with Veritone iDEMS, Track allows agencies to share vehicle data across jurisdictions, enabling collaboration on multi-agency investigations where vehicles of interest may have crossed into different areas.

Veritone will showcase Veritone Track and iDEMS in Booth #2201 during the International Association of Chiefs of Police (IACP) Annual Conference and Exposition, taking place October 19-22 in Boston.

To schedule a meeting with Veritone at IACP, visit https://go.veritone.com/iacp-2024/p/1

For more information about Veritone's public sector offerings, visit:

https://www.veritone.com/solutions/public-sector/

About Veritone

Veritone (NASDAQ: VERI) builds human-centered enterprise AI solutions. Serving customers in the media, entertainment, public sector and talent acquisition industries, Veritone's software and services empower individuals at the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability. Veritone's leading enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models, transforming data sources into actionable intelligence. By blending human expertise with AI technology, Veritone advances human potential to help organizations solve problems and achieve more than ever before, enhancing lives everywhere. To learn more, visit Veritone.com.

Safe Harbor Statement

This news release contains forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "estimate" or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone's SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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