Sensera Systems Introduces SiteCloud Analytics – End-to-End AI/Computer Vision Solutions for Construction Jobsites

Video/Image Analytics Ecosystem delivers turn-key solutions at scale

GOLDEN, CO—October 11, 2022 Sensera Systems, Inc., the market leader in all-in-one compact-solar site cameras, today announced the introduction of its SiteCloud Analytics™ platform and LaborTrend™ application along with 4 new SiteCloud Analytics partners. These advancements provide a true end-to-end solution with a single point of service and support.

The construction industry recognizes the potential for Artificial Intelligence (AI)/Computer Vision (CV) to improve jobsite outcomes in productivity, safety & risk, site security, logistics, and quality using real-time automatic analysis of imagery collected on-site. However, adoption of such applications has not met expectations. There are several reasons for this slow technology adoption:

- Users must select and source multiple hardware and software components which must be integrated and configured for each specific use-case
- System engineering must be done by the User and/or vendors to ensure required performance
- Due to the piecemeal system, there is often no single point of responsibility for system fidelity
- Many analytics offerings are single point solutions that solve for only one or a few use-cases
- Costs stack up, due to the multiple elements that must be combined and integrated, directly impacting ROI.
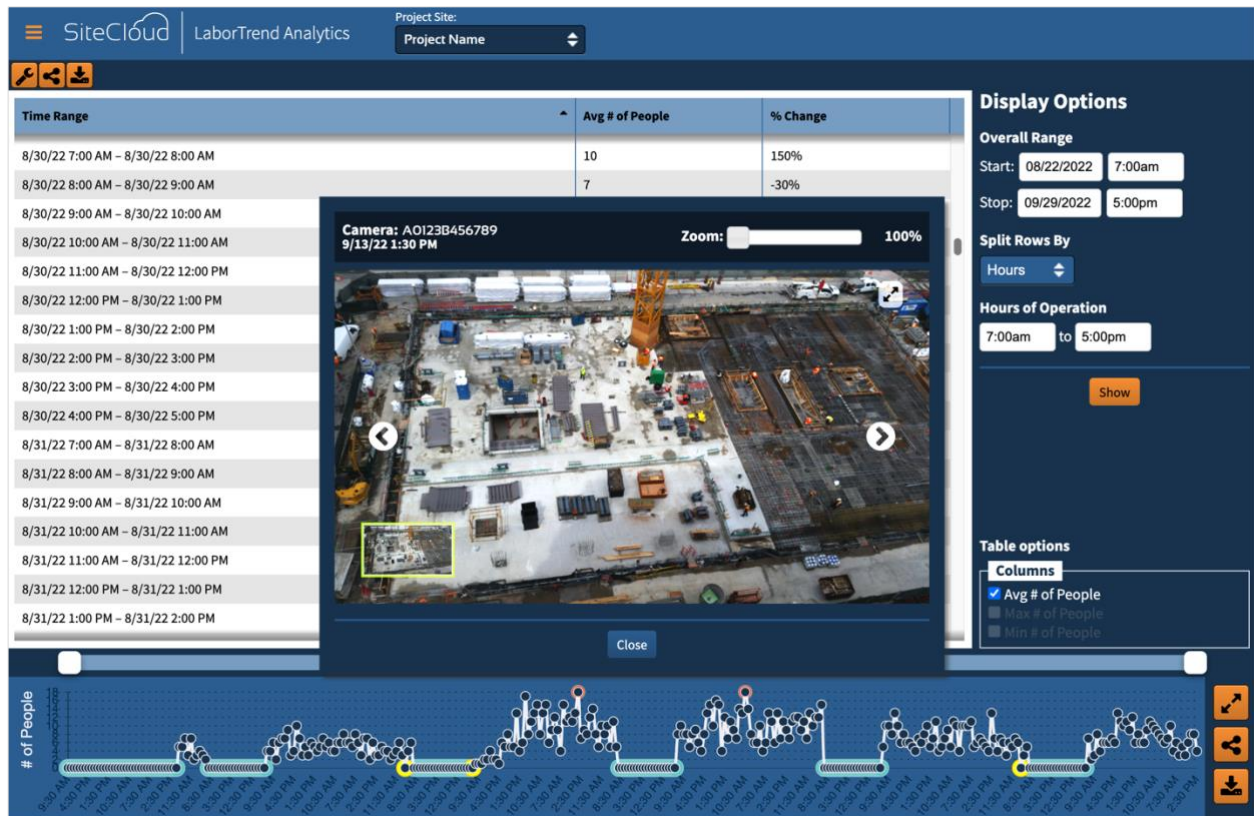
SiteCloud Analytics is a unique hardware/software platform and ecosystem that allows deployment of analytics applications at scale. The platform consists of Sensera Systems' cameras and SiteCloud software, robust real-time APIs that exchange two-way jobsite imagery in real-time, a flexible set of go-to-market models, and a growing set of off-the-shelf AI/Analytics applications for jobsites.

SiteCloud Analytics was developed to address barriers to adoption by providing:
- A pre-integrated, end-to-end solution that has known performance, reliability, and costs
- A large and growing set of use cases supported across multiple partners
- A single point of responsibility and simple cost structures
- A system that is scalable to projects of all sizes and types
- Owners and general contractors the ability to improve productivity, safety & risk using AI/CV applications across the enterprise.

"Part of my responsibility, and my team of Construction Technology Analysts across PCL, is to help project teams find and implement technologies that improve project outcomes. Technology solutions that are simple, complete, and affordable are essential to project teams being able to implement on the site and drive value for our clients. Sensera Systems' approach with SiteCloud Analytics is a great step toward bringing new analytics and AI applications to job sites in a way that can be cost-effective and practical for PCL project teams," said Steven Forester, Sr. Manager, Customer Advocacy, PCL Construction.

One of the initial SiteCloud Analytics offerings, LaborTrend, is a completely automated SiteCloud Analytics application for estimating labor levels on jobsites. LaborTrend automatically analyzes jobsite imagery and calculates estimates of total site labor headcount. LaborTrend includes historical reporting and real-time alerting.

"SiteCloud Analytics helps project teams by providing a pre-integrated end-to-end solution of hardware and software that provides known performance with a single point of responsibility and lowest total-system costs. We are excited to take this next big step in delivering on Sensera Systems' vision of real-time jobsite intelligence," said David Gaw, Founder, and Chief Strategy Officer, Sensera Systems.

SiteCloud Analytics currently has six partner company applications integrated into its growing ecosystem. Additional applications and use cases are being piloted now and will be offered for general availability in the coming months. Use cases currently supported or in development span productivity, safety & risk, logistics & materials, and site security. Customized applications and use cases are also available.

Our newest SiteCloud Analytics Ecosystem Partners serving the Construction Market include CONXAI, PCL Construction, Reconstruct, and Amazon Rekognition.

ECOSYSTEM PARTNERS

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CONXAI

CONXAI leverages "Explainable AI" to harness the AEC industry's flood of data, turning it into knowledge and actionable insights. Non-tech users can quickly build and configure scalable AI-powered analytics solutions for HSE, Logistics, and Quality at a lower cost than existing solutions.

SHARIQUE HUSAIN

"CONXAI is focused on making the benefits of AI technology available to the construction industry. We have enjoyed working with the Sensera team to develop combined solutions, and we are excited at the benefits the Sensera SiteCloud Analytics partnership brings to our combined customers; their knowledge-based solutions can now be built faster, with less complexity."

Sharique Husain, CEO, CONXAI

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RECONSTRUCT

Reconstruct is a Visual Command Center that brings together reality capture, drawings, and schedule in one platform, enabling construction teams and decision makers to see "what is there" vs "what should be there".

ZAK MACRUNNELS

"SiteCloud Analytics allows us to have jobsite imagery feed automatically into Reconstruct in real-time. This helps us in providing customers an end-to-end solution for empowering project teams to manage remotely, monitor quality, mitigate risk, and make better decisions."

Zak MacRunnels, CEO, Reconstruct Inc.

PCL

PCL is a market leader in construction with diverse operations in the civil infrastructure, heavy industrial and building markets throughout North American and Australia. With an annual construction volume of more than $8 billion CAD, PCL is the largest contracting organization in Canada and one of the largest in North America.

amazon Rekognition

Amazon Rekognition is a powerful AI/Analytics engine for real-time image and video analytics. SiteCloud Analytics is integrated with Amazon Rekognition to deliver specific jobsite use-cases.

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MARK BRYANT

"PCL leverages Sensera's SiteCloud Analytics' real-time video, imagery, and analytics to complement other sensor and field-based data coming from the site, enabling job site conditions and events. The best-of-bread solution that Sensera Systems has created with SiteCloud Analytics is a powerful model for delivering more value in a scalable way to project teams everywhere."

Mark Bryant (CIO), PCL Construction

Sensera Systems' new SiteCloud Analytics Partner Program offers a complete suite of APIs for this exciting new ecosystem. The APIs provide a simple and powerful way for analytics and AI technology providers to reach new markets and customers while at the same time enabling the emergence of new use cases quickly and cost-effectively. The Partner Program supports multiple business models and go-to-market approaches.

Companies interested in becoming a SiteCloud Analytics Ecosystem Partner can learn more at www.senserasystems.com/sitecloud-analytics.

About Sensera Systems
Sensera Systems is the market leader in affordable, easy-to-deploy solar cameras. Our professional solutions are purpose-built for the rigors of construction job sites, both large and small. With thousands of projects deployed across North America, our solar/wireless solutions help project stakeholders stay informed and remotely manage their LEM, logistics, risk, and safety from any location, in real time. Securely managed from a single platform, our solutions provide the most reliable and cost-effective visual documentation in the industry, all in a hassle-free package that is easy to set up and use within minutes. For more information about Sensera Systems, please visit our website www.senserasystems.com

For Media Queries:
Wendi Burke
800.657.0437
wendib@senserasystems.com
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