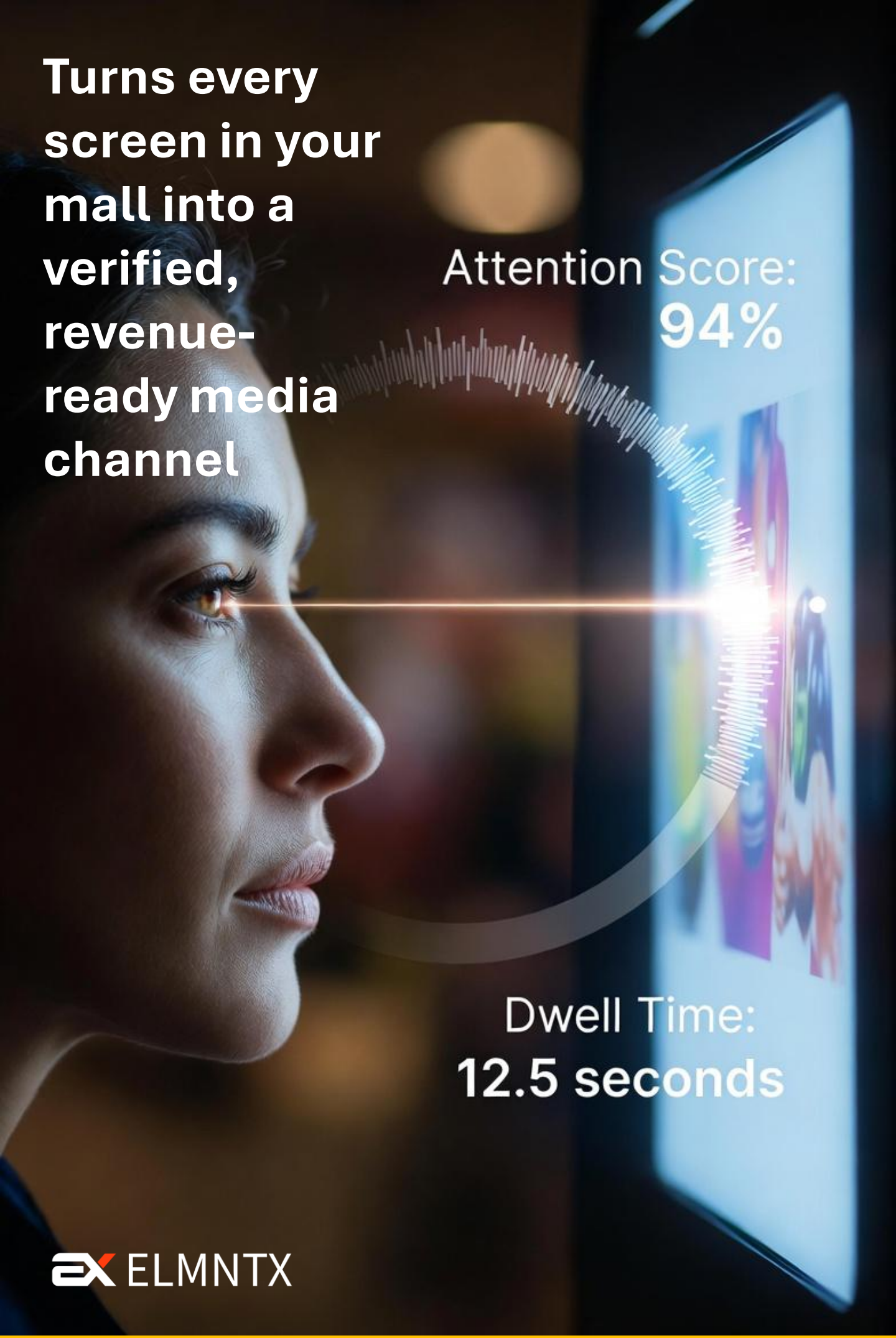


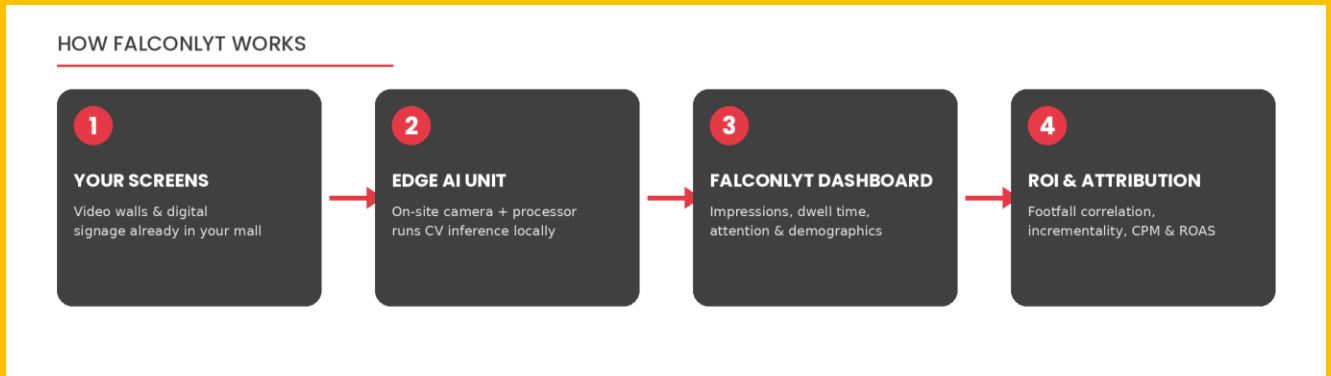
ELMNTX

Falcon Edge AI Video Intelligence Suite

Why Falcon ?

- **Sell Impressions, Not Estimates —** Verified viewer counts replace guesswork, so operators can charge premium CPMs with confidence.
- **Prove Every Campaign —** Advertisers get dwell time; attention scores and demographics tied to their exact ad plays — real accountability.
- **Optimize On the Fly —** Live audience data feeds straight back into your CMS to serve the right creative to the right crowd, in the moment.
- **Protect Privacy By Design —** No faces or footage ever stored — just anonymized metadata, GDPR / CCPA / POPIA-ready out of the box.
- **Deploy On What You Already Own —** Runs on the ONVIF cameras and screens you already have installed. No rip-and-replace, no downtime.





Why ELMNTX ?

- Senior-only delivery teams, zero sub-contracting, 120+ SAP-certified experts across the region.
- Proof points at scale: COP28, Expo 2020 Dubai, and FIFA World Cup Qatar 2022.
- A 94% on-time delivery track record across enterprise digital transformation engagements.

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