

Case Study: Casino in Madrid

Physiognomists play a critical role in casinos. In fact, until a relatively short while ago, it only required three parties to legally open a casino in Spain: a dealer, a cashier, and a physiognomist. They are, among other tasks, responsible for monitoring all gaming that takes place in a casino. Operations involving games with real money follow specific procedures defined down to the minutest detail. Non-adherence to these protocols can result in significant losses for the establishment. For example, a simple error in a chip count or accepting a late bet that results in a winner can create a serious economic problem.

The Problem

According to the Casino Gaming Regulations, in order to gain entry to gaming parlors, you have to present identification such as a driver's license or equivalent. A casino's need for personal identification by physiognomists is essential. It is necessary to identify individuals not authorized for access, whether they have decided to put their name on the General Register of Gaming Access Bans or they were banned from gaming establishments pursuant to gaming regulations. There is also the need in this environment to identify the presence of VIP clients. Facial recognition technology has become a huge help in this respect with its ability to create multiple group lists.

The Approach

Facial recognition is one of the least invasive biometric technologies, as the data capture is performed by camera and in general there is no direct interaction with the subject. Herta's **BioSurveillance** video surveillance solution detects multiple faces in real time enabling the management of subjects at any moment, and it also enables the facility to teach the system using direct video capture.

The system installed in Casino Gran Madrid consists of three AXIS Cameras with capabilities specially designed for facial recognition, using wide dynamic range (WDR) technology that enables identification even under backlighting conditions or when bright light sources are in view. This server-based facial recognition system is fully integrated with the casino's video surveillance setup. From the control center it provides direct facial view of the last individuals to have accessed the establishment, the ability to perform quick searches, etc.

The Results

In the event that the security controls require follow-up, reviews are conducted in accordance with internal protocols in order to ensure maximum transparency and security in all operations. Currently the reliability rate of facial recognition systems based on video analysis is **higher than 95%**. As a result of the implementation of a system of this type, used to support the work of physiognomists, the amount of time it takes to identify someone in a casino has been reduced to less than half, even at short notice and on days of peak attendance.



Hi-Tech Facial Recognition

About Herta

Herta is a world leader in the development of cutting edge facial recognition solutions. Based in Barcelona and with offices in Madrid, Los Angeles, Montevideo, Mexico City and Singapore, the company offers fast, accurate, robust, end-customer oriented solutions for video surveillance, access control, and marketing requirements. International projects include safe-cities, airports, train and metro stations, prisons, banks, casinos, sports stadiums, shopping malls, military, police and forensic applications. Herta has partners in 50 countries and more than 250 certified integrators globally.