



INSIGHTS | 2021

Application Store Guide for System Integrators

First steps in our IoT platform for smart
security cameras

INTRODUCTION

Welcome to the Azena Application Store

In this paper you'll learn all you need to get started with the Application Store. No detailed technical knowledge required. You can use Application Store with just a few clicks.

Azena helps grow your business by providing an open IoT platform filled with diverse computer vision apps that can be applied to almost any use case.

Our platform for security cameras connects the ecosystems of camera manufacturers, application developers, integrators and customers to turn the best available hardware and software into groundbreaking security business solutions.

- **Integrators** gain access to a growing number of innovative apps for security cameras from all manufacturers. Each app can be installed and tested on camera systems with just a few clicks. Our Application Store offers the latest technologies and inspiration for innovative solutions.

- **Developers** get the platform, OS and tools they need to develop new apps not only for cameras from one single manufacturer, but for all available systems using our OS. Our marketplace gives developers access to a growing demand for smart security apps worldwide.

Azena helps both integrators and developers differentiate themselves from competition and enter new industries, through new solutions based on IoT standards.

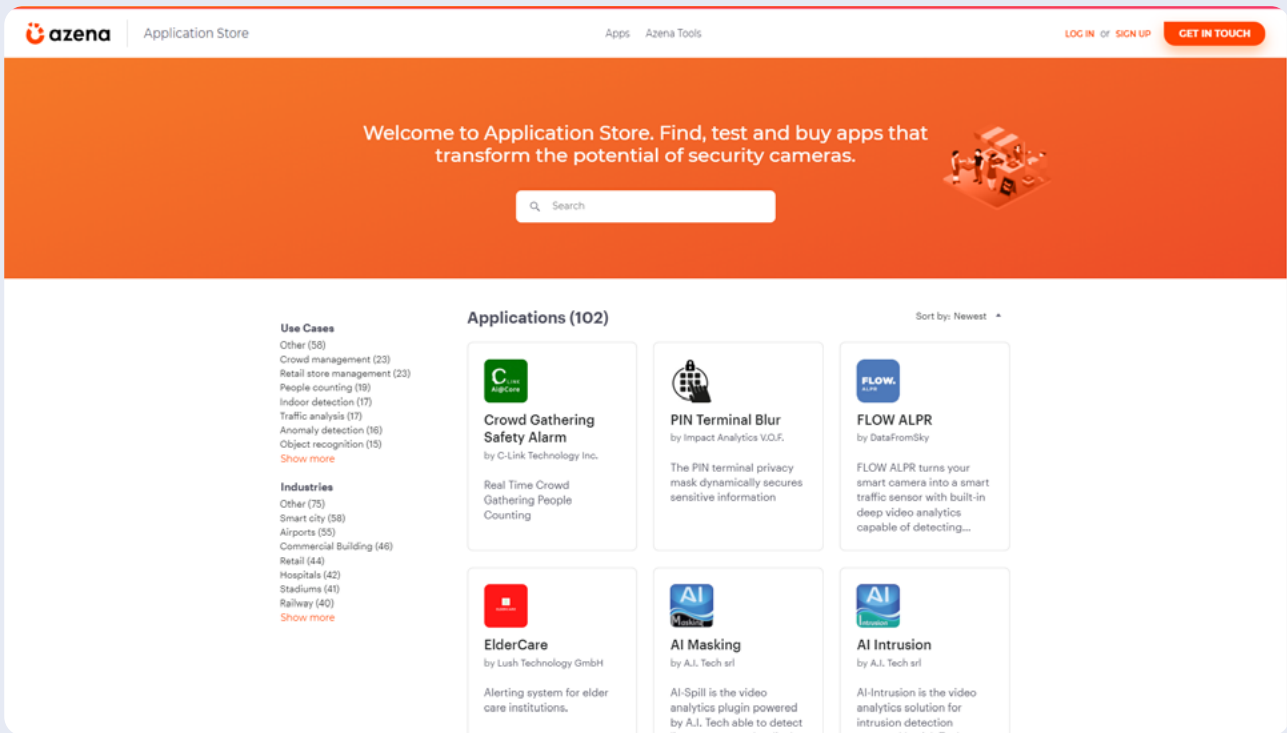
Contents

- 04 **The Application Store**
- 05 **First Steps into the Application Store**
 -
 - FOR INTEGRATORS
- 07 **Browse Application Store and find apps**
- 09 **Buy and download apps from the Application Store**
- 11 **Install apps on security cameras**
 -
- 12 **Start with three simple steps**
- 14 **Imprint**

FIRST STEPS

The Application Store

Find, test and buy apps that meet your needs.
Build, test and sell apps that help businesses grow.



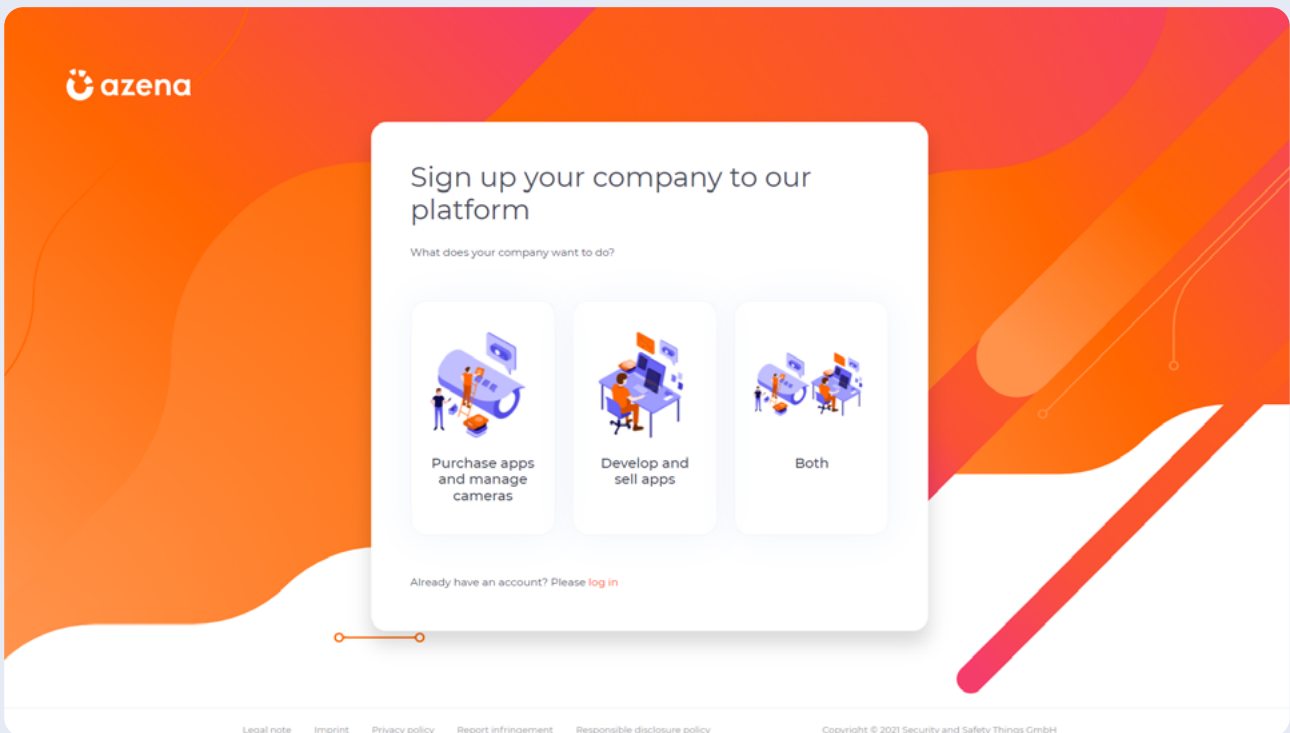
You can visit the Application Store right now using the following link: <https://store.azena.com>

In the following we see how both integrators and developers can start using our Application Store, with just a few clicks, and benefit immediately.

FIRST STEPS

First steps into the Application Store

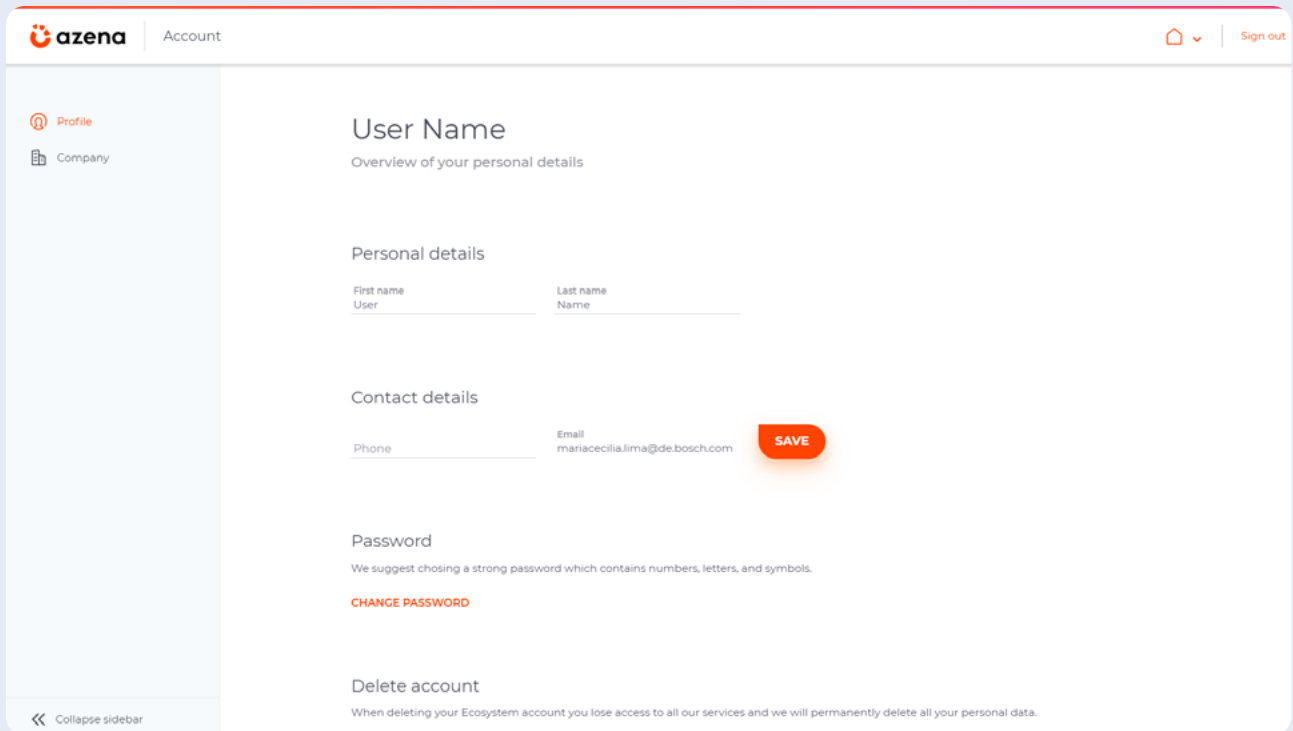
Signing up is easy: visit the Application Store and click “register”. Then choose in which role you want to use the Application Store, system integrator, application developer or both. Depending on which role you choose, the store will be set up for you.



First, we need to know if you're a system integrator or an application developer.

First you'll be asked for information about you and your company as well as contact details. The email you give will be your login name. When everything is completed, we'll send you an email to confirm your identity.

Finally, we check your registration, to make sure that only those who seriously want to help shape the future of Security IoT get access to the Application Store. If you're successful, then up to two working days after, you'll receive your personal link to the store by email and can start creating your user profile.



This is what your profile page will look like after registering.

In the "Team" section of your profile, you can also invite other users from your team and manage their user rights and permissions

FOR INTEGRATORS

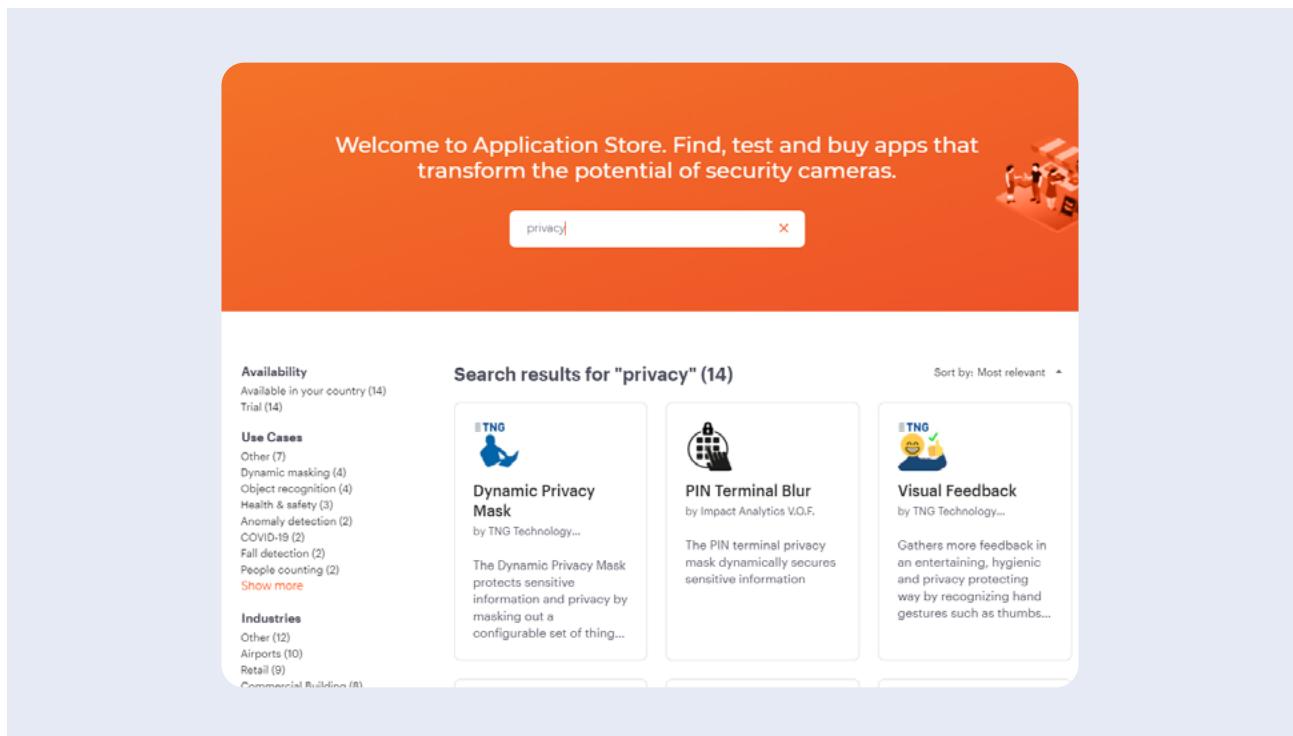
How to use the Application Store as an integrator

#1

Browse Application Store and find apps

When entering the store, you get an overview of the apps available. Or click on "Application Store" in the navigation bar at the top to get there.

Search for apps by name, developer and use cases

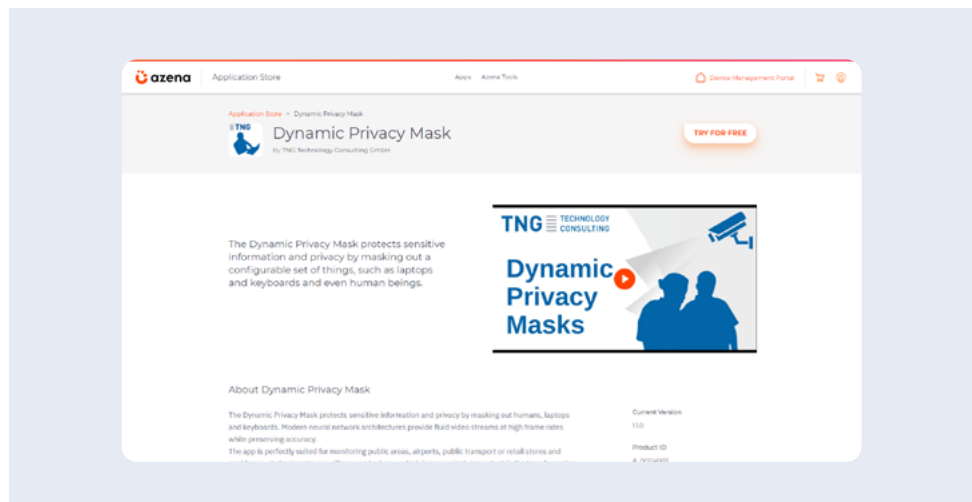


Get an idea of each app's functionality, use cases and developer details

Detailed information about each app on dedicated pages:

- App provider
- Number and result of user reviews
- Number of purchases
- App description (short and long form)
- Preview screenshots
- Documentation for download (if available)
- Version history
- Availability (countries)
- Provider's terms of use
- Link to provider's website
- Provider's privacy policy
- Required OS version
- App permissions
- Prices, free trial (if available)
- Provider's support (email, website, phone)

An example of an app page in the Application Store



See how other users rate the apps and browse their comments

You find user ratings and experiences of other users at the bottom of each app detail page. Feel free to give your feedback here, whether you're 100% satisfied with an app or see room for improvements. The Application Store is the place where everyone, users and developers, come together to create the best solutions for security IoT.

FOR INTEGRATORS

#2

Buy and download apps from the Application Store

Downloading and installing apps for your cameras is as easy as searching and clicking. The Application Store works in the same familiar way as other online shops.

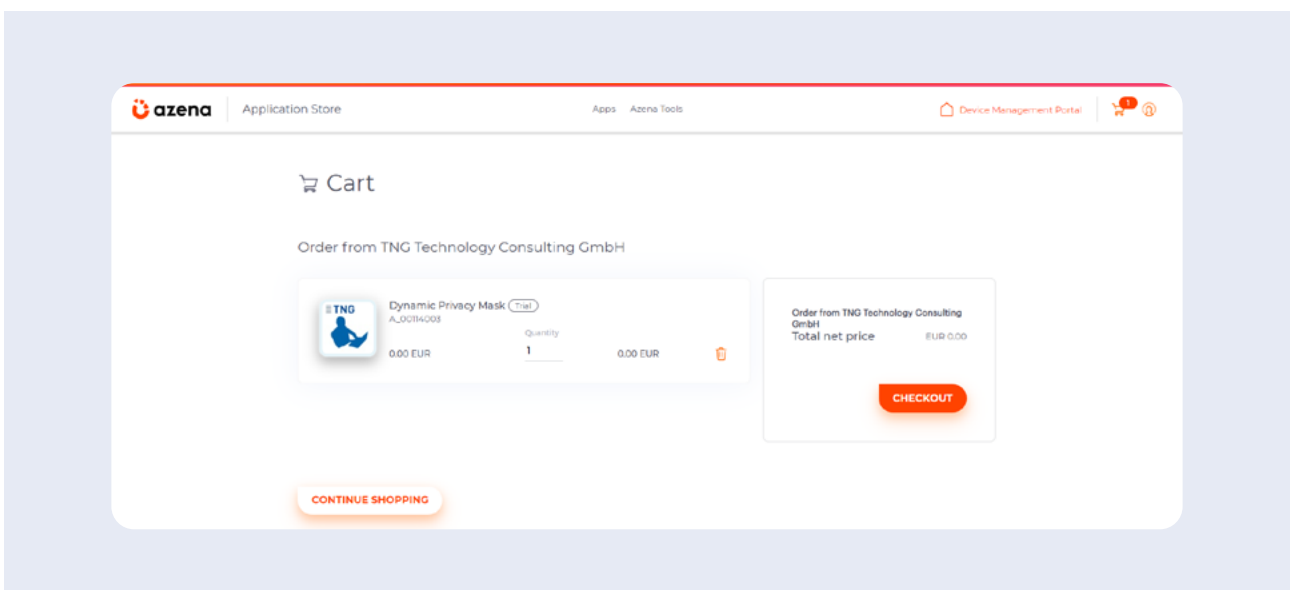
Add an app to the shopping cart with just one click

Simply select the number of licenses you need for your cameras in the app page’s “pricing” section and click “add to card”.

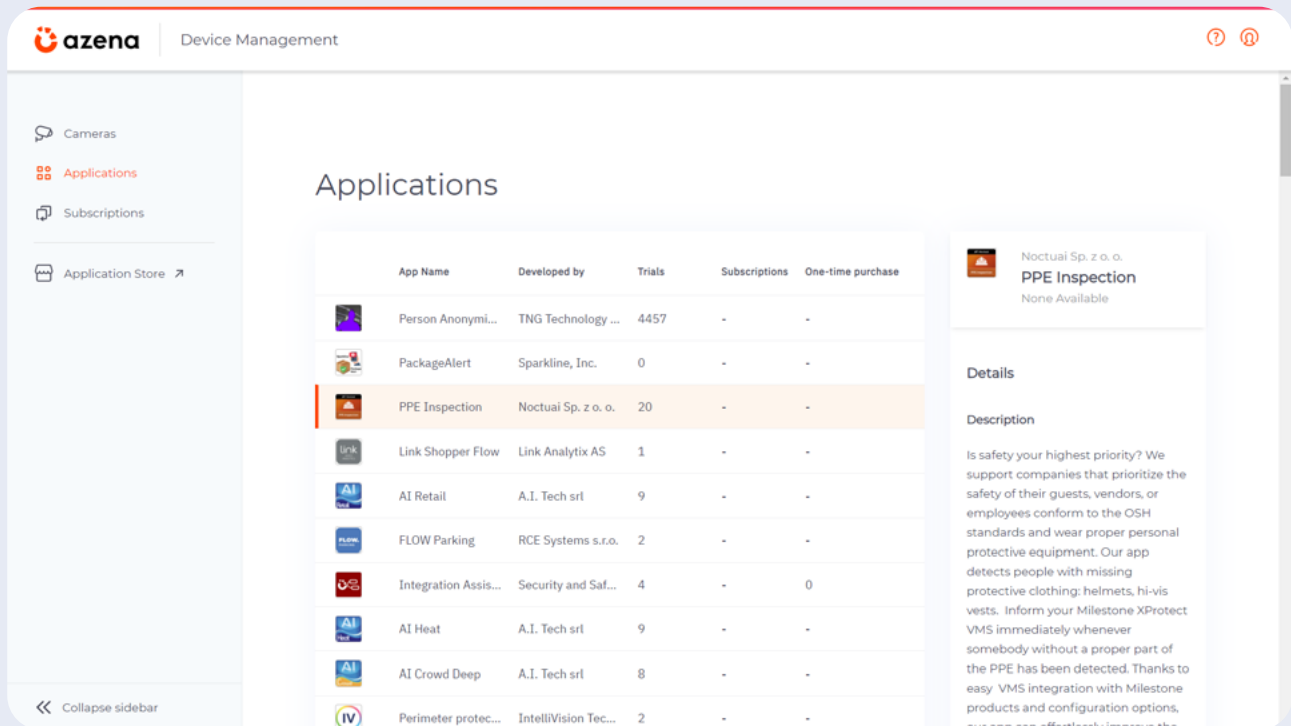
If a trial version is available, you can install the app for free and test it for 30 days. Each trial license expires automatically after this period.

Place orders and checkout securely

After adding an app to your shopping cart, you’re taken directly to the order summary. You also get there by clicking the shopping cart symbol at the top of the page.



When you're ready to buy, just click "place order". The new app is immediately added to your apps. You get there by clicking "applications" in the navigation at the top of the page. With every purchase you'll receive a confirmation email.



The screenshot shows the Azena Application Store interface. The top navigation bar includes the Azena logo, "Device Management", and help icons. The left sidebar contains navigation options: Cameras, Applications (highlighted), Subscriptions, and Application Store. The main content area is titled "Applications" and features a table of available apps. The "PPE Inspection" app is highlighted in orange. To the right of the table, the details for the "PPE Inspection" app are displayed, including its developer (Noctual Sp. z o. o.), a description, and a note that no trials or subscriptions are available.

App Name	Developed by	Trials	Subscriptions	One-time purchase
Person Anonymi...	TNG Technology ...	4457	-	-
PackageAlert	Sparkline, Inc.	0	-	-
PPE Inspection	Noctual Sp. z o. o.	20	-	-
Link Shopper Flow	Link Analytix AS	1	-	-
AI Retail	A.I. Tech srl	9	-	-
FLOW Parking	RCE Systems s.r.o.	2	-	-
Integration Assis...	Security and Saf...	4	-	0
AI Heat	A.I. Tech srl	9	-	-
AI Crowd Deep	A.I. Tech srl	8	-	-
Perimeter protec...	IntelliVision Tec...	2	-	-

App Name: PPE Inspection
Developed by: Noctual Sp. z o. o.
Trials: 20
Subscriptions: None Available
One-time purchase: None Available

Details

Description

Is safety your highest priority? We support companies that prioritize the safety of their guests, vendors, or employees conform to the OSH standards and wear proper personal protective equipment. Our app detects people with missing protective clothing: helmets, hi-vis vests. Inform your Milestone XProtect VMS immediately whenever somebody without a proper part of the PPE has been detected. Thanks to easy VMS integration with Milestone products and configuration options, our app can effortlessly improve the

Top tip:

You'll find an overview of all your orders in the "Order History" section, in the profile menu in the upper right corner of the Application Store.

FOR INTEGRATORS

#3

Install apps on security cameras

On the page “applications” you get an overview of apps you’ve either purchased or started on a free trial. To install new apps, move to the “cameras” page in the navigation at the top of the page.



“The great thing about the Application Store is that you can not only buy apps, but also test camera apps in one place.”

Fabio Marti
IoT Enthusiast

First you have to add your cameras to the portal. Check our video tutorial for more information on how to install an app:



TAKE AWAY

Start with three simple steps

Sign up

- Click “register” in Application Store
- Select your business type
- Complete email confirmation and registration review

Create profile

- Set up user data and password
- Set up company details and billing address
- Invite team members and assign permissions

Set payment details

- Integrators give their bank details
- Developers connect their stripe account

Azena helps integrators and developers grow their business in a simple but powerful way. Our open IoT platform brings together both supply and demand in one place. Our OS for security cameras sets industry standards for software applications designed to make devices from all manufacturers smarter.

If you have any questions regarding registration or use of the Application Store, don't hesitate to contact us.



About us

At Azena, we connect camera manufacturers, SoC providers, application developers, VMS providers, and systems integrators through a game-changing platform. Our goal is to accelerate the speed of innovation for security cameras and applications that make use of AI and computer vision.

Azena is a fully owned but independent Bosch start-up head-quartered in Munich, founded in September 2018.

Our Platform

We have designed a global platform for security camera applications.

Today, we offer a free and open operating system for security cameras, a development tool kit for app developers and an Application Store for integrators as well as a device management portal.

For more detailed information on Azena, please visit:

www.azena.com

Imprint

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