

# Competitive Comparison

How VII compares against camera-first systems, legacy analytics stacks, and raw developer APIs.

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## VII Competitive Comparison

VII sits in a different position than most products buyers evaluate in the video market.

The clearest way to explain that difference is to compare VII against three categories rather than pretending every competitor is identical.

### 1. Camera-First Security Systems

These products often package hardware, video management, and alerts together. They can work well when the buyer wants one tightly controlled security stack.

Where VII differs:

- works with existing camera infrastructure
- emphasizes structured understanding, search, and extensibility
- is not built around a hardware-first story
- can stretch into non-security workflows more naturally

### 2. Legacy Video Analytics

These products often focus on narrow detections, brittle rules, or expensive customization projects.

Where VII differs:

- stronger scene understanding and narrative context
- broader search and workflow value
- more adaptable operating model without a bespoke project for each new question

### 3. Developer APIs

These products can be strong building blocks, but they still ask the customer to assemble the full product.

Where VII differs:

- productized operating surfaces, not just model access
- workflow-ready output for alerts, search, and review
- a cleaner bridge from model capability to business use

## The Core Positioning

VII should be presented as:

- more flexible than camera-locked systems
- more operationally useful than narrow analytics tools
- more complete than raw developer infrastructure

That combination is what makes the company strategically interesting. Buyers do not just get model capability. They get a system that can turn existing footage into operational understanding in a deployment model they can actually accept.