



Company Profile

# ARSA TECHNOLOGY



**ARSA** TECHNOLOGY  
UNLIMITED POSSIBILITIES



## SAFETY

Unknown fHrmpfnezDcSpDxWoVk83T

Expression : Anger

Action : working

Hardhat : Helmet On

Vest : Vest On

Boot : Boots On



## Overview

# About Company

ARSA Technology (ARSATech) is an Artificial Intelligence & IoT Technology Provider, Solution Provider, and Business Consultant established in 2018 in Surabaya.

We are committed to provide best possible products & solutions for our customers. We always pushing in research & development of AI implementation into industries

## Product & Solution Field



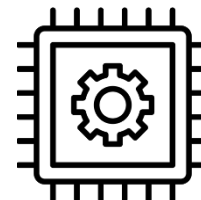
### Web & Mobile App Development

Crafting custom web and mobile apps, we blend creativity and functionality to deliver seamless digital experiences for your business



### Artificial Intelligence & Analytics


Transforming businesses with AI-driven video analytics for enhanced security, insights, and efficiency in surveillance and monitoring systems



### Internet of Things Development

Innovating IoT hardware with advanced sensors, connectivity, and efficiency, unlocking new possibilities for diverse industries with seamless integration

# PARTNERS & CLIENTS

Detailed  
information on  
page 20 

Building Relationships: Our Trusted Partnerships and Valued Clientele



and many more .....

# AWARDS & PUBLICATIONS

Recognitions and Publications: Highlighting Our Achievements, Contributions, and Exhibitions to the Industry



Awardee, Identik 2022  
Previously known as Indonesia ICT Awards  
By Kominfo RI



Finalist, Tech Planter 2018  
Indonesia Chapter  
By Leave a Nest, Japan



Finalist, Asia Hardware Battle 2018  
Indonesia Chapter  
By TechNode, China



Finalist, GoStartupIndonesia 2018  
by Bekraf RI  
(Kemenparekraf RI)



Featured, KORANSINDO Newspaper by MNC  
"Teknologi Pengenalan Wajah, Amankah?"  
8<sup>th</sup> July 2022



Featured, Nest Garage Magazine by Leave a Nest  
"Journey of A Passionate Young Technopreneur"  
Volume 9, September 2021



Exhibitor, GSI ScaleCon 2018  
Conference by Bekraf RI  
(Kemenparekraf RI)

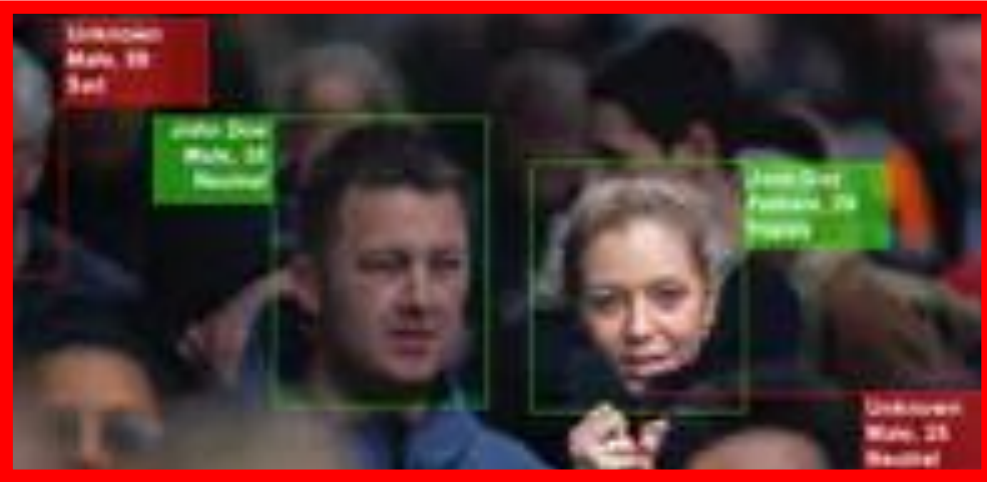


Exhibitor, Indonesia Innovation Forum 2019  
Conference by Baparekraf RI  
(Kemenparekraf RI)

# OUR PRODUCTS



ARSA Technology provides a comprehensive suite of artificial intelligence (AI) and IoT-based products. Our products are designed to revolutionize your business operations, strengthen security systems, enhance customer experiences, and generate a measurable return on investment (ROI) across various sectors.



## ARSA AI API Suites

Powerful, easy-to-use APIs for developers to integrate cutting-edge AI capabilities into your existing applications and workflows.

- Facial Recognition API (Face Recognition API)
- Face Liveness Detection API
- Speech-to-Text API
- Text-to-Speech API



## ARSA AI BOX Series

Get video analytics with our plug-and-play miniPC products . Designed for easy installation and real-time analysis.

- Smart Shop/Retail Counter
- Basic Safety Guard with PPE Detection support
- Traffic Monitoring
- Audience Measurement for Digital Out-of-Home (DOOH) Media



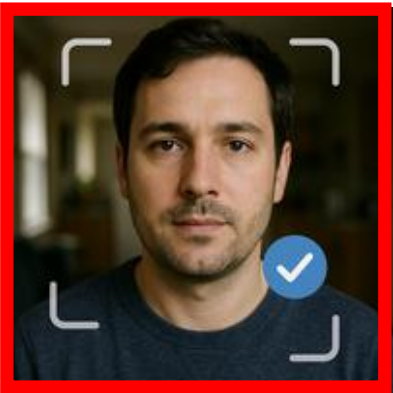
# ARSA AI API SUITES

Integrate cutting-edge proprietary AI capabilities into your applications with unparalleled accuracy, millisecond-speed responses, and globally-ready solutions



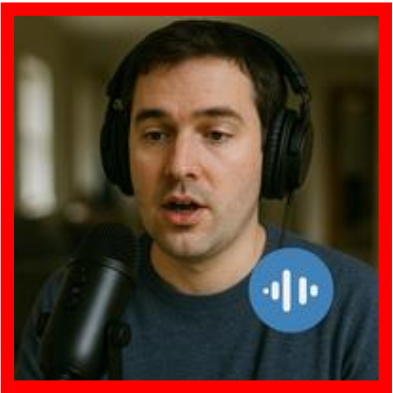
## Face Recognition with Built-in Database

Accurately identify and verify individuals with our high-performance Face Recognition. Features robust performance in diverse conditions and includes a secure database for comprehensive identity management



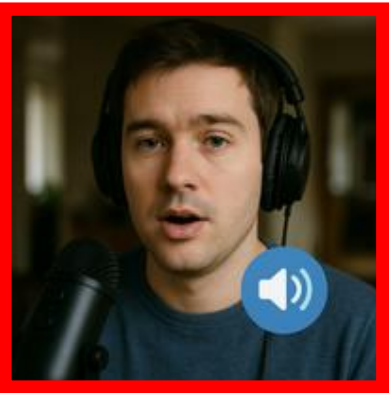
## Face Liveness API

Enhance security and prevent spoofing attacks with our advanced Face Liveness API. Reliably distinguishes between a live person and presentation attacks (photos, videos), crucial for secure onboarding and authentication



## Speech-to-Text API

Accurately transcribe spoken audio into text with our high-performance STT API. Ideal for voice commands, transcribing meetings, generating subtitles, and enabling voice-interactive features in your applications



## Text-to-Speech API

Convert text into natural, human-like speech with our Realistic TTS API. Supports a variety of voices and nuances, perfect for creating engaging audio content, voice-enabled applications, and accessibility features

# ARSA AI API SUITES

The Advantage :  
Precision, Speed, and Scalability

ARSA Technology provides developers with a **robust** suite of APIs, engineered for high performance and seamless integration. We empower you to build smarter, faster, and more **reliable** applications



## Unmatched Accuracy

Leverage APIs built on sophisticated AI models, delivering exceptional precision. Our Face Recognition API, for example, achieves up to 99% accuracy even in challenging low-light conditions.



## Blazing-Fast Performance

Experience the power of speed. Our APIs are optimized for rapid processing, delivering responses in seconds, even milliseconds, ensuring your applications remain responsive and efficient.



## Competitive Pricing

Access premium AI capabilities without breaking the bank. Our APIs are competitively priced on RapidAPI, featuring clear, straightforward plans including a free tier to get you started.



## Globally Ready Solutions

Designed for a global audience, our APIs, like the Vehicle Type & Color Analysis, offer functionalities applicable worldwide, helping you scale your innovations across borders.

## OUR PRODUCTS

# ARSA AI API SUITES

Explore : 

Our Comprehensive Suite of AI APIs

Find the perfect API to power your next project.

All our APIs are available on RapidAPI for easy integration and testing



### NSFW Image Classification API

Reliably classify NSFW content in images for content moderation



### Document and Image OCR

Accurately extract text from various documents and images.



### Face Detection and Analysis

Detect faces and analyze attributes like age, gender, and emotion.



### People Counting and Analysis

Analyze people for retail, security, and smart building applications.



### Vehicle Analysis and LPR

Advanced Vehicle Analysis (detecting vehicle type and color) & LPR



### Super Resolution API

Enhance image resolution and detail using advanced AI upscaling

For Pricing, Scheme, and More Info :

<https://rapidapi.com/organization/arsa-technology>



# ARSA AI BOX SERIES

Transform your existing CCTV cameras into intelligent monitoring systems with our edge computing AI Box series with our proprietary AI software. No cloud dependency, instant insights, maximum privacy



## Basic HSE Guard

### Security & Compliance Monitor

- PPE detection
- Intrusion alerts
- Safety compliance

## Traffic Monitor

### Smart Vehicle Traffic Analytics

- Vehicle counting & classification
- Traffic flow analysis
- Congestion detection

## Smart Retail Counter

### Customer Analytics for Stores

- People counting
- Queue management
- Heatmap analysis

## DOOH Audience Meter

### Measure Billboard Effectiveness

- Real-time audience counting
- Demographic analysis
- Engagement duration tracking

✓ Edge Computing – Process everything locally | ✓ Privacy – No data leaves your premises | ✓ Multiple Camera – Connect up to 3 cameras

OUR PRODUCTS

# ARSA AI BOX SERIES

Ensure workplace safety and security compliance with intelligent monitoring that detects PPE usage, unauthorized access, and safety violations in real-time

## Basic Safety Guard Automated Safety Compliance

✓ PPE compliance tracking | ✓ Safety violation reports | ✓ Real-time notification

### FEATURES DEEP DIVE

#### PPE Compliance Detection

- Worker safety tracking
- Hard Hat Detection
- Safety Vest Detection
- Safety Boot Detection

#### Security Enforcement

- Perimeter security
- After-hours monitoring
- Immediate alert system for Intrusion
- Comprehensive logging

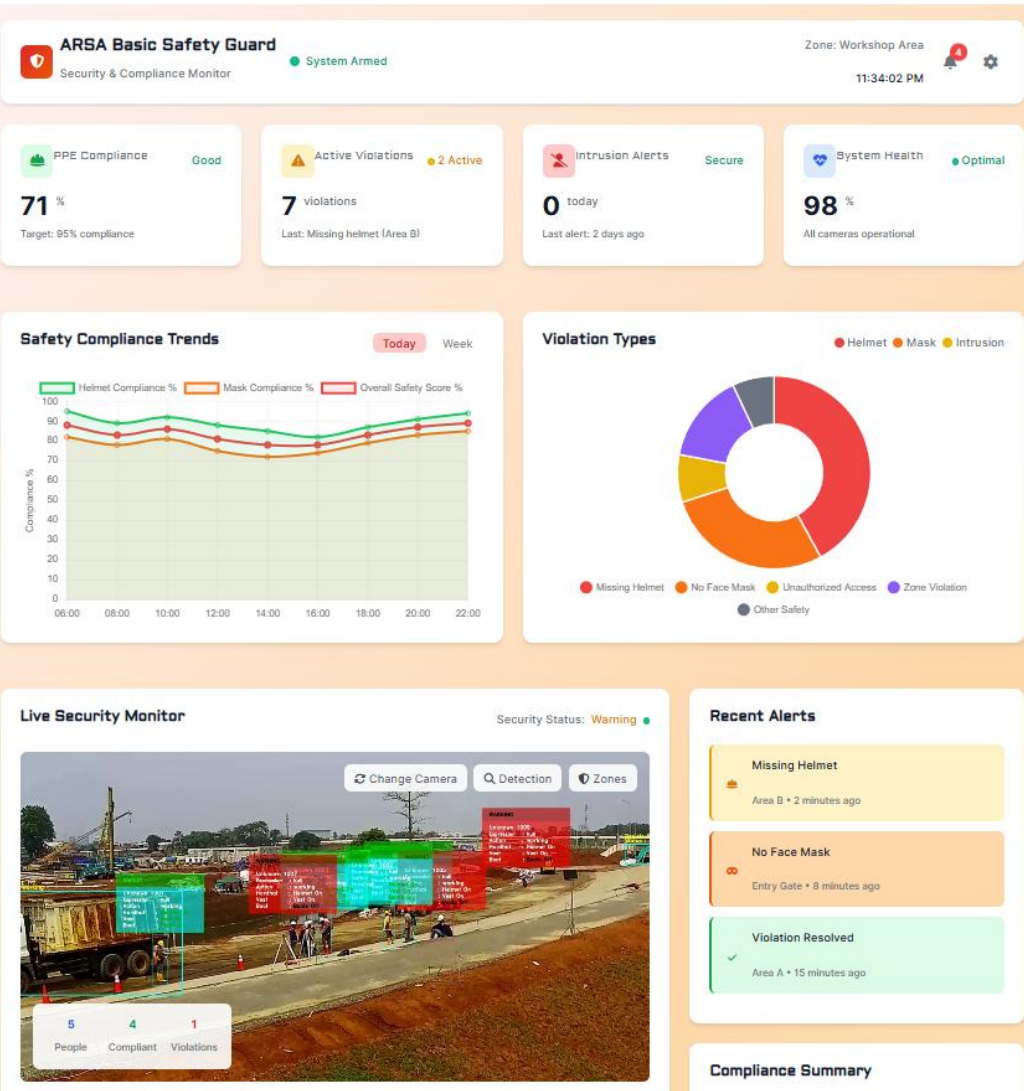
#### Demographic Analysis

- Age group estimation (anonymous)
- Gender distribution insights

#### Reporting & Analytics

- Real-time dashboard access
- Daily/weekly reports
- Export capabilities (PDF, Excel)
- Custom date range analysis

Starting Price: Rp 28.900.000,-  
Includes:  
AI Box hardware | PPE detection & Basic Safety monitoring software | 1-year warranty | Setup assistance



OUR PRODUCTS

ARSA AI BOX SERIES


Traffic Monitoring


Smart Vehicle Analytics

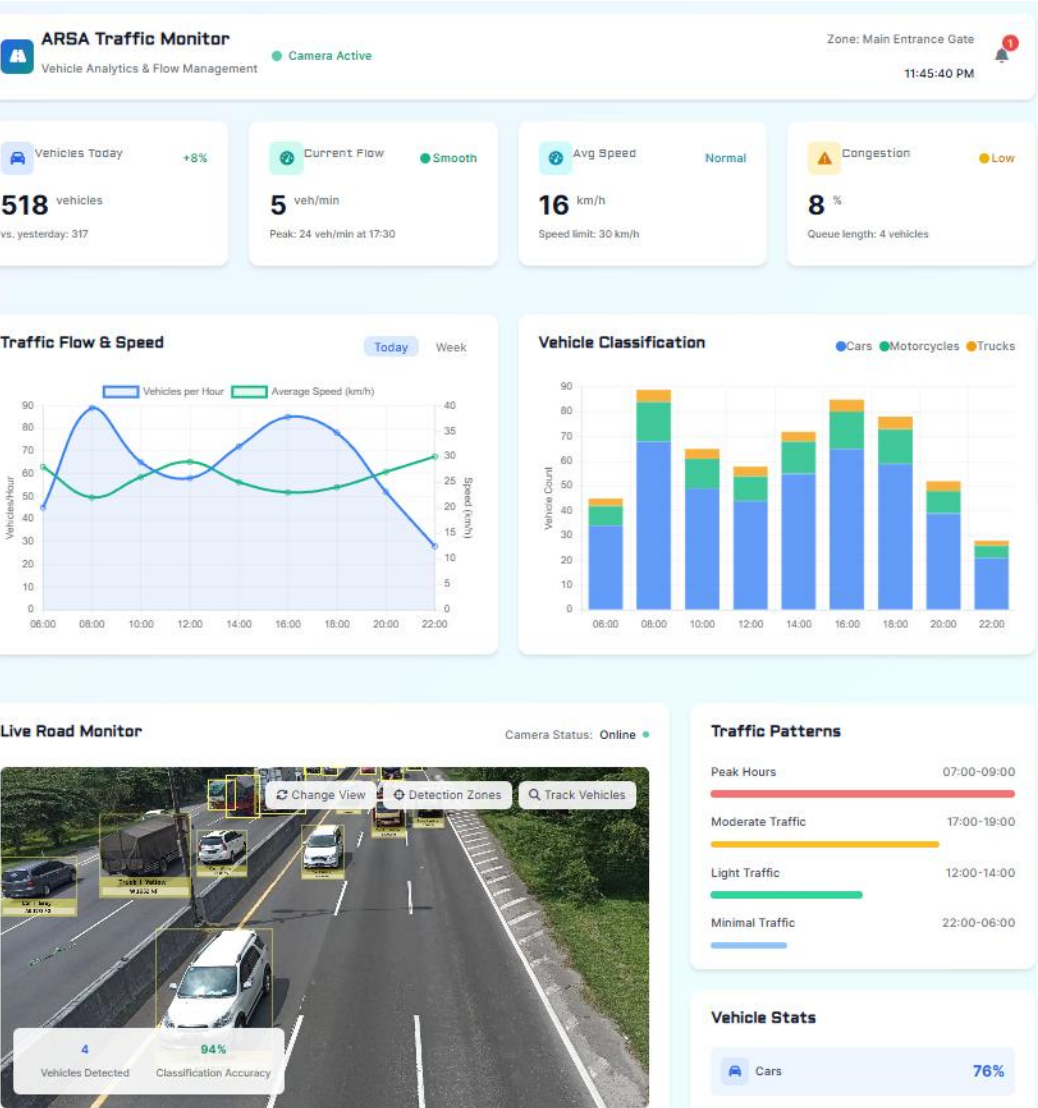
Monitor vehicle flow, detect congestion, and optimize traffic patterns in your area with intelligent video analytics powered by edge AI

✓ Live vehicle count | ✓ Traffic flow rates | ✓ Vehicle classification

FEATURES DEEP DIVE

-  Vehicle Detection & Classification
- Cars, motorcycles, trucks, buses
  - Direction of travel tracking
  - Speed estimation (when calibrated)
  - License plate recognition

-  Traffic Flow Analysis
- Vehicles per hour/day tracking
  - Peak traffic identification
  - Congestion level monitoring
  - Historical trend analysis



Starting Price: Rp 28.900.000,-  
Includes:  
AI Box hardware | Traffic monitoring analytics software | 1-year warranty | Setup assistance

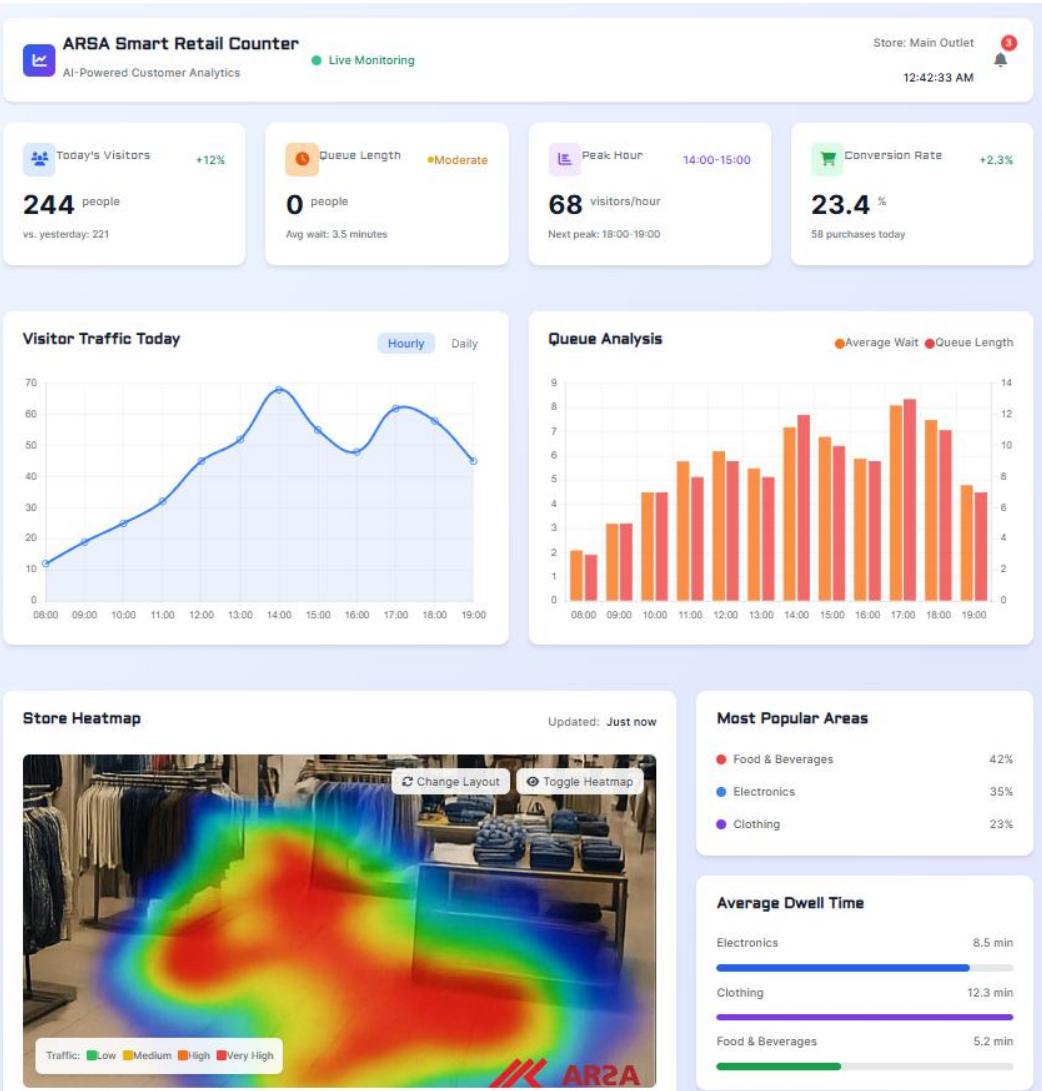


OUR PRODUCTS

# ARSA AI BOX SERIES

Smart Retail Counter  
Understand Your Customers Better

Transform your store's CCTV into a powerful customer analytics system. Track footfall, optimize layouts, and reduce wait times with AI-powered insights



✓ Real-time visitor count | ✓ Queue length monitoring | ✓ Heatmap visualization

## FEATURES DEEP DIVE

### People Counting

- Accurate entry/exit tracking
- Occupancy level monitoring
- Peak hours identification
- Conversion rate calculation

### Queue Management

- Real-time queue length
- Average wait time tracking
- Alert systems for long queues
- Staff optimization insights

### Heat Mapping

- Popular store areas identification
- Customer journey tracking
- Product placement optimization
- Layout effectiveness analysis

### Customer Insights

- Dwell time per area
- Shopping pattern analysis
- Return customer recognition
- Demographic insights (anonymous)

Starting Price: Rp 28.900.000,-  
Includes:  
AI Box hardware | Retail/Shop analytics software | 1-year warranty | Setup assistance

OUR PRODUCTS

ARSA AI BOX SERIES

Ensure workplace safety and security compliance with intelligent monitoring that detects PPE usage, unauthorized access, and safety violations in real-time

DOOH Audience Meter

Measure Your Billboard's True Impact

✓ Real-time viewer count | ✓ Demographic insights | ✓ Engagement metrics

FEATURES DEEP DIVE



Audience Counting

- Precise pedestrian and vehicle counting
- Direction detection (approaching vs departing)
- Peak hours identification
- Historical trend analysis



Campaign Optimization

- Best performing time slots
- Audience engagement scores
- Weather correlation analysis
- ROI calculation tools



Demographic Analysis

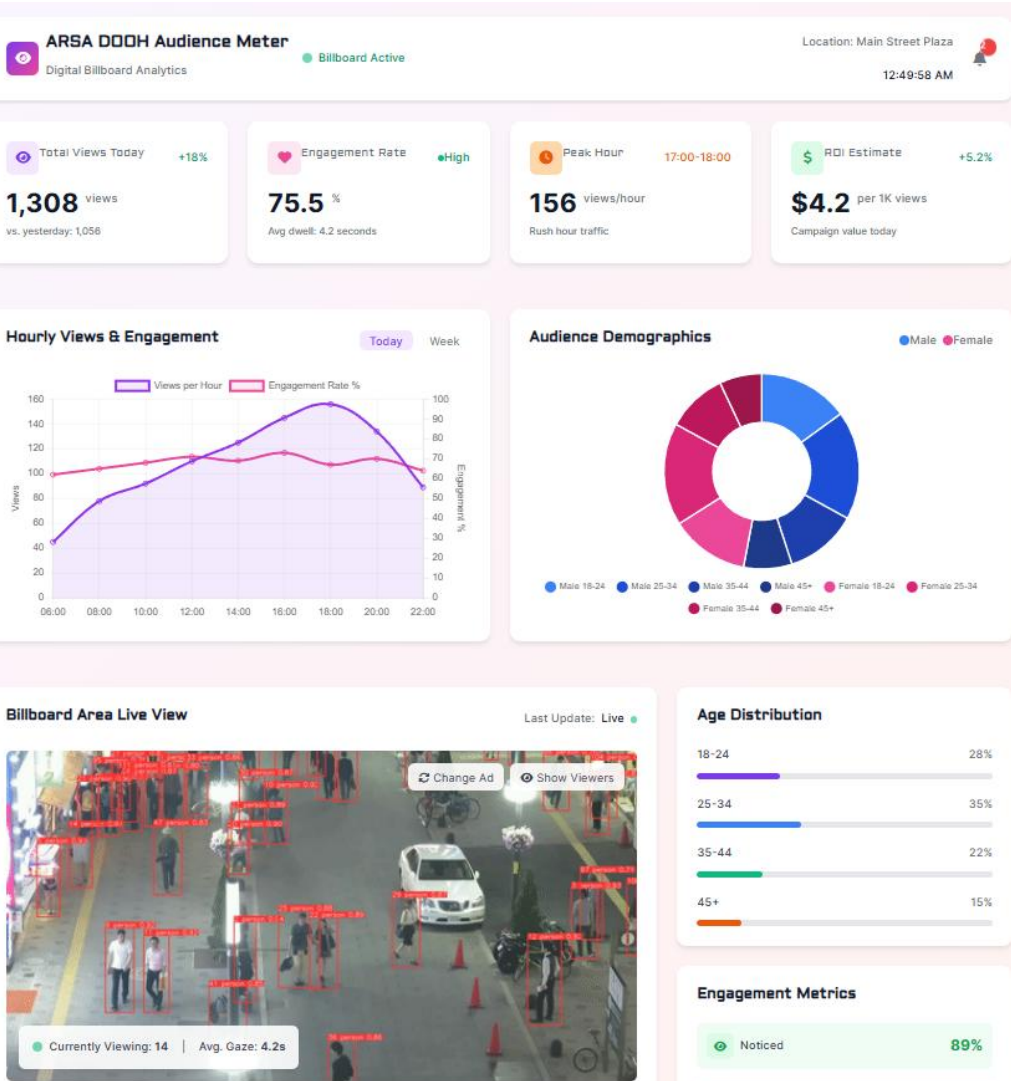
- Age group estimation (anonymous)
- Gender distribution insights
- Viewing duration tracking
- Attention level measurement



Reporting & Analytics

- Real-time dashboard access
- Automated daily/weekly reports
- Export capabilities (PDF, Excel)
- Custom date range analysis

Starting Price: Rp 28.900.000,-  
Includes:  
AI Box hardware | DOOH analytics software | 1-year warranty | Setup assistance



# OUR SERVICE



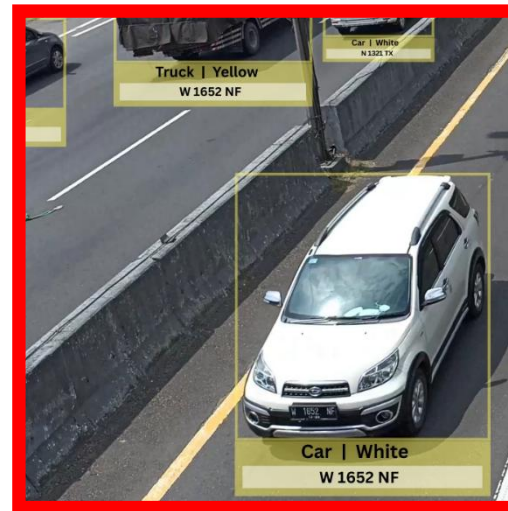
We are ready to serve as a **custom AI & IoT technology provider**, delivering AI & IoT-based solutions to support industries in improving efficiency, security, and decision-making, tailored to your needs. From video analytics and intelligent access control to sensor-based monitoring, each service is designed to address specific operational challenges.

## Our Capabilities Include :



### AI Video Analytics & Behavioral Monitoring

Turn your CCTV into a smart surveillance system with face recognition, PPE compliance detection, and crowd analytics for security and business insights .



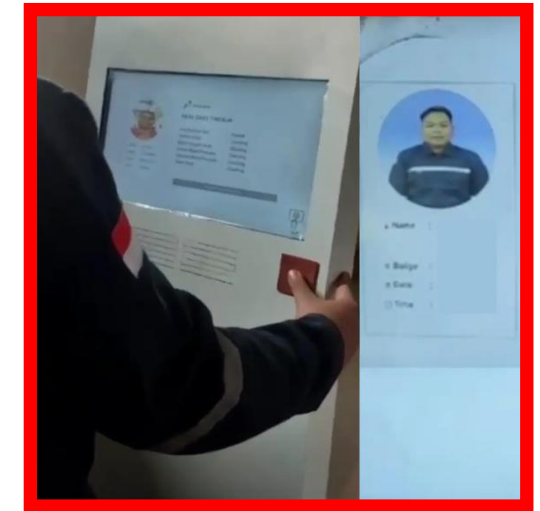
### Access Control & Vehicle Identification

Automate gate management, parking, and vehicle access with fast and accurate License Plate Recognition (LPR) technology.



### Industrial IoT & Predictive Monitoring

Improve factory uptime and efficiency with IoT sensors and a predictive maintenance platform that prevents machine failures before they occur.



### Independent Health Platform

Provide digital health kiosks ( self-service health kiosks ) to support corporate wellness programs and early detection of employee health.



# FACE RECOGNITION



## Fast Face Identification Process

Rapidly process, detect, and identify faces from multiple live video sources simultaneously in real-time



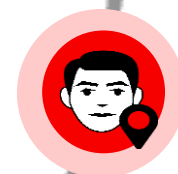
## Multiple Samples per Person

Support multiple biometric template record per person from different sources of time, allowing to improve matching quality



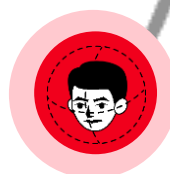
## High Accuracy

Our face recognition achieves 99,67% accuracy using Labelled Faces in the Wild (LFW) dataset



## Watchlist Management

Easily control whitelisted or blacklisted person detection from your database and seamlessly track their presence



## Tolerance to Face Posture

Assures to correctly recognize a face with a particular condition like tilted, nodded, aged, and minor attributes like glasses and scarf

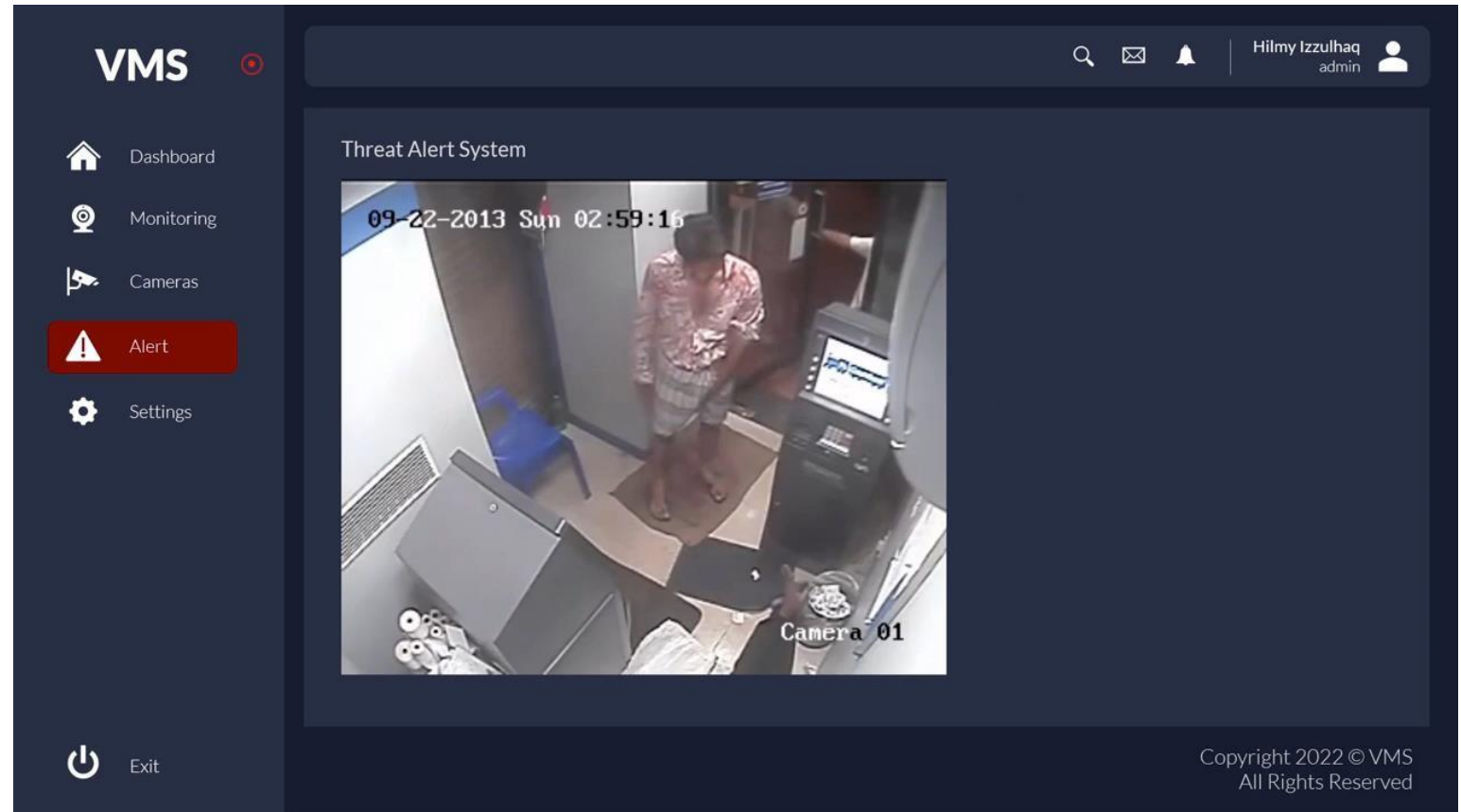


# THREAT AND ACTION RECOGNITION

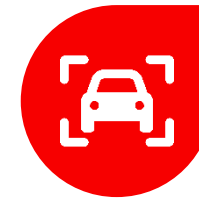
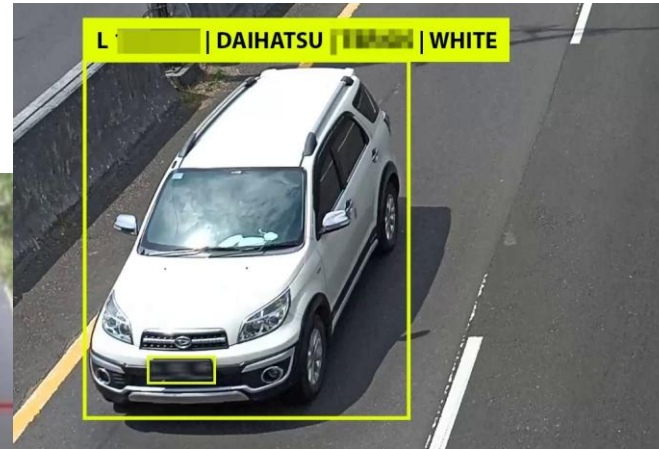
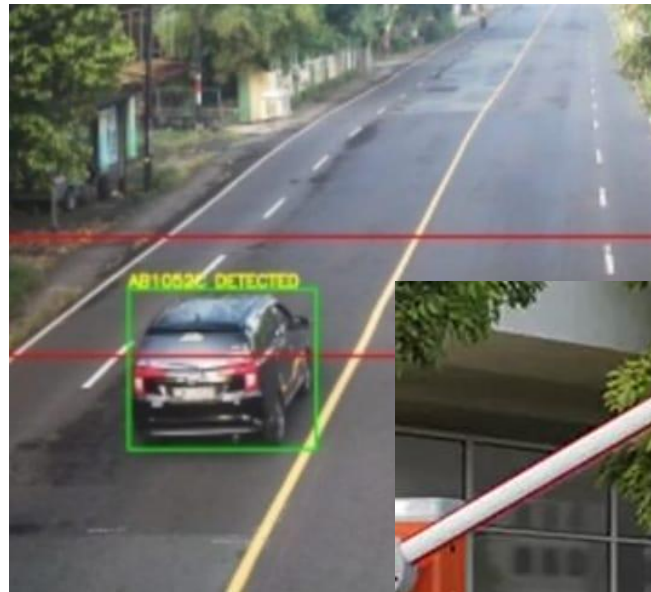


Technology for recognizing / predicting criminal or threat events. Perform event recognition and send notifications when threats are detected

This can be applied to identify a person is working or resting



# ALPR & VEHICLE ANALYTICS



## AKSAYANA MODULE

State-of-the-art Vehicle Vision AI Analytics offering license plate recognition, vehicle identification, and traffic monitoring with precision and reliability for enhanced security and surveillance

- Real-time license plate recognition for efficient and secure traffic & parking management
- Vehicle type, brand, model, and color recognition to enhance surveillance
- Application for traffic counting, vehicle logging, access control (entry to site or parking lot) and blacklisted vehicle alert



# SELF-SERVICE HEALTHCHECK KIOSK



Introducing our self-service medical check-up kiosk, offering convenient access to vital health measurements for users



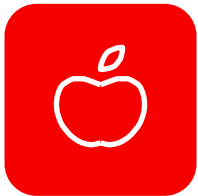
## Convenient Access

Users can easily access essential health measurements, including heart rate, oxygen levels, and blood pressure, at their convenience



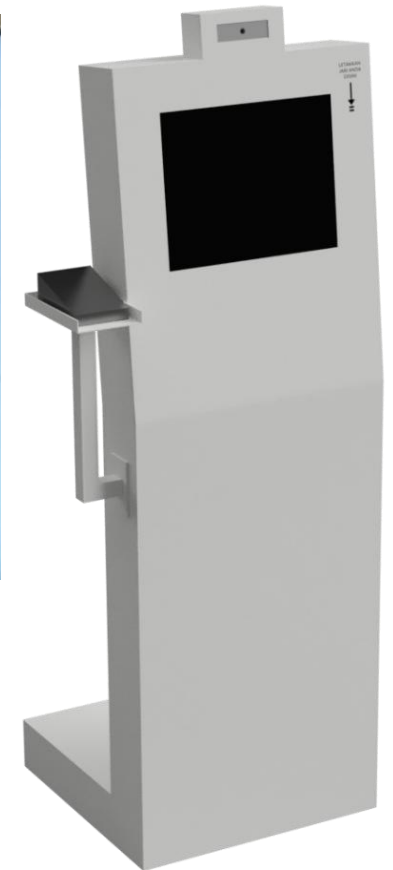
## Automated Monitoring

The kiosk provides automated monitoring, allowing users to track their health metrics regularly without the need for medical assistance



## Promoting Wellness

By facilitating regular health monitoring, the kiosk encourages proactive health management and early detection of potential health issues

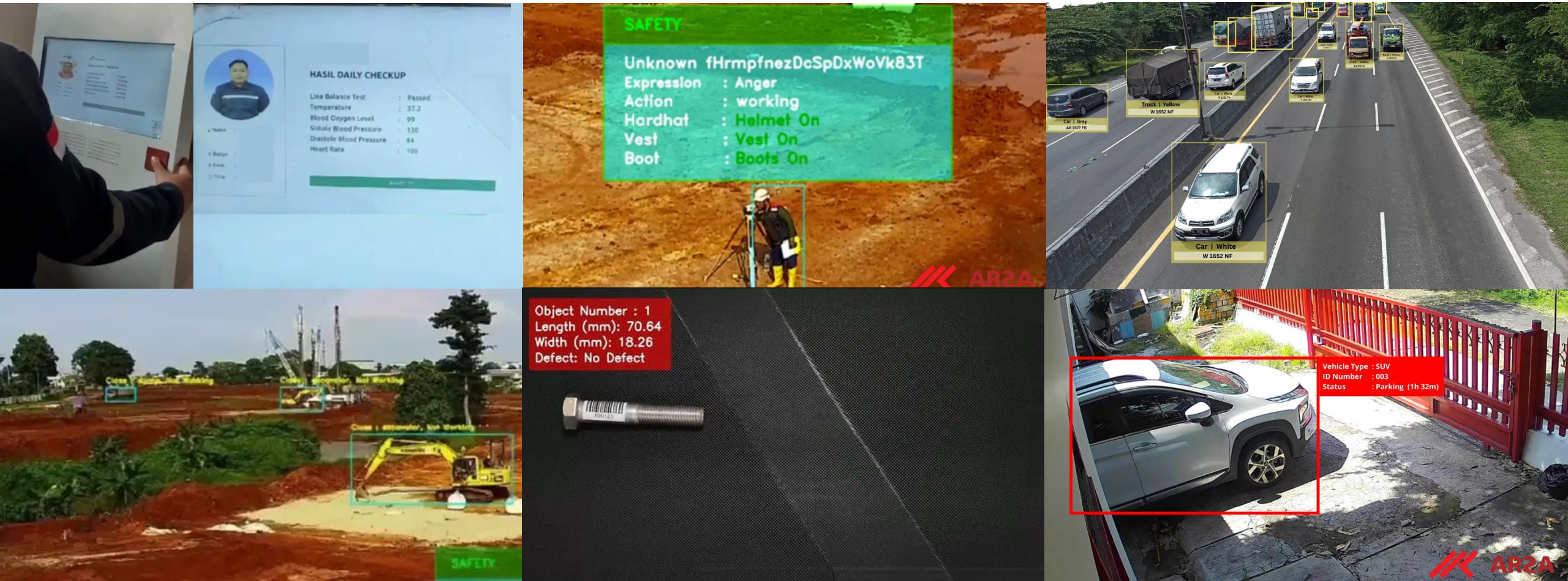


## OUR SERVICE CAPABILITIES

# OTHER CAPABILITIES

More and updated info about our capabilities for our service of customized AI & IoT technology solutions, Visit :

<https://arsa.technology/solutions/>





# MORE ABOUT US

# BUILDING THE FUTURE WITH AI & IOT

## VISION

To be a pioneer in AI and IoT technology solutions that accelerate digital transformation in Southeast Asia through innovation, precision, and real impact on the industry.

## MISSION – “TECH”

### T

#### Impactful Technology

We don't just build technology, we design solutions that deliver measurable *Return on Investment* (ROI) through increased efficiency, productivity, and security.

### E

#### Empathy and Collaboration

We start every project by listening and understanding your *pain points* to ensure the solutions we offer are truly relevant and solution-oriented.

### C

#### Create Solution-Based Innovations

Our R&D team is dedicated to creating applied innovations that focus on solving real problems, not just following technology trends.

### H

#### Harmony in Growth

We believe in long-term partnerships, where the success of ARSA Technology is aligned with the growth and success of our clients' businesses.



#### 2018 – Founding

Founded in Surabaya by Hilmy Izzulhaq, with a focus on facial recognition technology and CCTV-based AI systems.



#### 2018 – Early Achievements

Finalist in Tech Planter (Leave a Nest), GoStartupIndonesia (Bekraf RI), and Asia Hardware Battle (TechNode). Our initial prototype is starting to gain recognition.



#### 2019–2020 – First Client & Government Collaboration

Implementation of the LPR system for the Indonesian National Police Traffic Corps and the facial security access system for the Ministry of Defense.



#### 2022 – National Awards

Received the Identik Award from the Indonesian Ministry of Communication and Information for the contribution of local AI-based technology.



#### 2023–2025 – Product Expansion & Diversification

Introducing healthcare kiosk systems, VR-based training, and heavy industrial automation. Beginning market expansion into Southeast Asia and Australia.



**FOUNDER & CEO**

# HILMY IZZULHAQ

As the founder and CEO of ARSA Technology, Hilmy has a background as an electronics engineer and AI Vision specialist. Since 2018, Hilmy has led ARSA in developing technology solutions that have a real impact on various industrial sectors in Southeast Asia.

- 7 Years of experience as electronic circuit engineer
- 4 Years of experience as Vision AI engineer
- Full-Time building ARSA Technology since 2018



Hilmy Izzulhaq

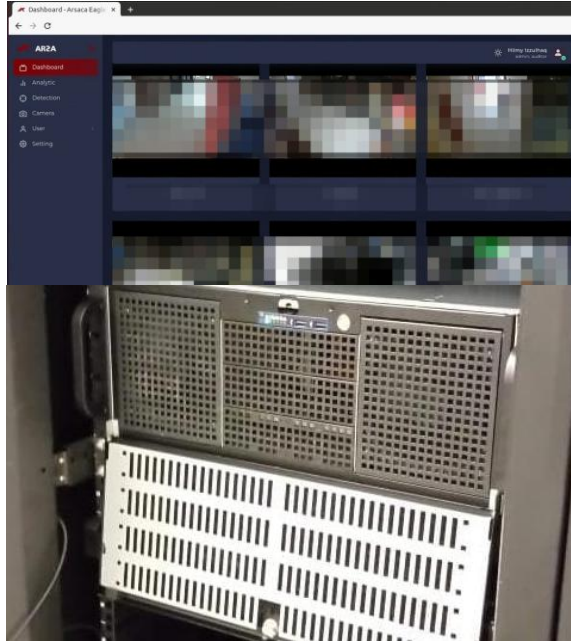


# PORTFOLIO

Showcasing Some of Our Comprehensive Range of Solutions and Innovations



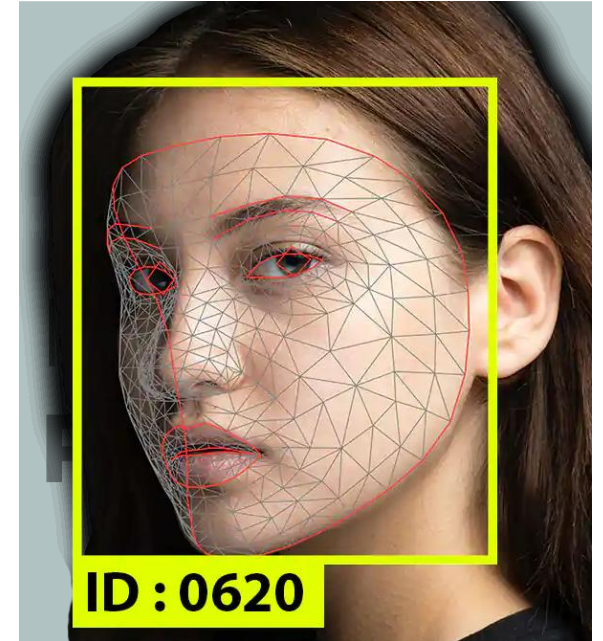
**RFID Terminal, Mass Production**  
Customized solution for  
Busana Apparel Group (PT USG)



**Restricted Area Protection**  
Securing assets w/ face recognition, for  
Ministry of Defense of RI



**License Plate Recognition**  
Vehicle identification, for  
Korlantas Polri



**Face Recognition API**  
API Integration for third-party developers.  
User : Jarvis, Published in Rapid API

and many more .....

More of our projects :  
<https://arsa.technology/>



PT TRISAKA ARSA CARAKA

# ARSA TECHNOLOGY

UNLIMITED POSSIBILITIES

Thank You

## Get In Touch With Us

- Hilmy Izzulhaq
- +62 821-4567-6433
- hilmy@arsa.technology
- <https://arsa.technology>

"The best way to predict the future is to invent it" - Alan Kay

