



## Press Release

The Australian Jockey Club (AJC), Randwick selects DigiSensory's AVISTA smart camera technology for crowd management and people counting.

*"Our objective is to think beyond new products. Our aim is to imagine, innovate and create products and services that have the power to profoundly change customers' expectations"*

**Sydney, Australia, November 12, 2007, DigiSensory Technologies Pty Ltd (DigiSensory)**, the world leader of advanced smart camera solutions that enable organizations to extract value from smart cameras to drive performance, today announced that the Australian Jockey Club (AJC), Randwick race course has engaged DST to provide its smart camera video solution with people counting and crowd management technology. The Australian Jockey Club will use DigiSensory solution to enhance the safety, security and operations of its site.

Located in the eastern suburbs of Sydney, Australia, The Randwick race course is a major venue for the Australian Jockey Club, handling more than a million visitors each year. In a master plan initiated in 2006 the AJC plans to deliver to members, guests and the community, facilities of a standard that will make the AJC a premier multipurpose race and entertainment venue with a long term integrated focus. The Randwick race course will host the world youth day expecting 350,000 pilgrims in July 2008.

In selecting DigiSensory's solution AJC will benefit from an advanced IP smart camera video technology with real time event management, and high level of redundancy, for remotely monitoring and managing activities throughout the Randwick race course. DigiSensory's solution constitutes an open IP smart camera platform with high-flexibility architecture, supported by unique features, to ensure non-stop surveillance under any condition for mission critical applications.

To ensure the safety and security of increased capacity AJC will also apply DigiSensory's capabilities for simultaneous advanced smart camera technology to give its site managers the power to identify risk in real time, make optimal decisions, and take action that improves operations. The DigiSensory solution will empower AJC with real-time threat detection capabilities, including automatic detection of unauthorized entry into secured areas, counting the number of people across multiple entries/exits, with trends analysis, and detection of illegally parked vehicles. Furthermore, AJC will be able

to benefit from the open distributed smart camera architecture of DigiSensory's solution, which is ideal for both distributed and centralized sites and leverages IP networks.

"We are very excited to be a part of this important project and deliver strong partnership to help increase the security and operations of AJC's important race course," said Tarik Hammadou, CEO of DigiSensory Technologies. "This win is another confirmation of DigiSensory's value proposition in offering public venues with advanced IP-based, smart camera technology."

### About DigiSensory

DigiSensory Technologies Pty, Ltd. is the leading provider of smart camera technology and distributed smart camera management systems. Integrating facial, object, behavioral and motion analytics with digital video recording in a single smart camera unit, DigiSensory Technologies' systems are redefining the way security management is performed. DigiSensory Technologies solutions help security managers to solve extremely challenging investigations and better detect and prevent threats while creating significant operational efficiencies. More information is available at: [www.digisensory.com](http://www.digisensory.com)

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