



MINISTER FOR PRIMARY INDUSTRIES
MINISTER FOR ENERGY
MINISTER FOR MINERAL RESOURCES
MINISTER FOR STATE DEVELOPMENT

MEDIA RELEASE

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US POLICE ENLIST NSW SMART CAMERAS TO TACKLE CRIME

United States police have enlisted innovative NSW smart cameras to help their high technology crime-fighting efforts, Minister for State Development Ian Macdonald said.

Mr Macdonald said Digisensory Technologies of Ultimo has won a contract with the East Orange Police Department in New Jersey to install 25 smart cameras on the US city's streets.

"Digisensory Technologies makes smart cameras that can identify known criminals through facial recognition technology and spot and raise an alarm about suspicious activity," Mr Macdonald said.

"25 cameras are now being installed on light and power poles in East Orange in New Jersey to assist with high technology crime-fighting efforts.

"Congratulations to this innovative NSW company for breaking into the world's toughest market with their CSI-style technology.

"The East Orange contract follows export assistance provided to Digisensory Technologies by the Department of State and Regional Development, and its participation in a NSW Government supported security industry trade mission to the United States in September last year.

"The company is also a member of the NSW Government's Australian Technology Showcase (ATS) program which promotes leading technology companies to national and international markets."

Mr Macdonald said the smart cameras were developed in Australia by microelectronics engineer Tarik Hammadou (CEO of Digisensory Technologies) and are manufactured and assembled at Ultimo.

East Orange Police Director Jose Cordero said his city's serious crime rate dropped 68 per cent between 2003 and 2007 largely due to technology supported smart policing, and he expected Digisensory to contribute to further reductions.

"The smart sensor project from DigiSensory will add a unique and powerful enhancement to our ongoing efforts to provide the most progressive and best possible quality law enforcement services to the citizens of our city," Mr Cordero said.

Mr Macdonald said Digisensory Technologies hopes its East Orange Police Department contract will lead to further US business.

"The company will establish a small US office and plans a business event next February at the Australian Embassy in Washington DC to showcase its technology to other law enforcement and US Homeland Security representatives."

HOW THE DIGISENSORY CAMERAS WORK

- the cameras are embedded with a computer chip that intelligently analyses images - as opposed to normal CCTV systems that are systems based - and are operated via the internet without software
- the cameras work in tandem with a network of integrated technologies being used by East Orange police i.e.
 - patrol cars equipped with laptop computers to wirelessly transmit crime information
 - a system that displays real-time crime activity and maps trends by crime type and patrol area
 - a system that analysis trends and provides tactical alerts
 - a system that tracks police vehicles and maps the synchronisation of patrol resources around crime incidents in real-time
 - a system that pin-points gunshots occurring in the community.
- the manoeuvrable cameras allow police to monitor multiple locations simultaneously
- patrolling police can do physical checks as well as virtual camera checks from vehicle laptops
- residents can report suspicious activity though a website by typing in details and pin-pointing crime locations using their mouse
- police are immediately alerted and the cameras automatically turn to the exact location of crime incidents
- police observe if a crime is occurring and the cameras capture video for evidence
- photographs are sent to patrol cars to help identify and apprehend suspects
- reporting residents can then receive police feedback via the website
- the cameras can detect loitering to warn of possible crime activity and identify known suspects and vehicles through recognition technology
- as well as policing, the smart cameras can count crowd numbers to assist East Orange retailers in measuring shopping trends.

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