

## IP-Surveillance.com.au Pty Ltd Launches World First Cloud-Based Automated Number Plate Recognition (ANPR) Solution At Security 2012 Exhibition

Locally developed ANPR software makes licence plate recognition available to small and medium sized business via an innovative cloud based computing solution

Australian specialists in Automated Number Plate Recognition technology, IP-Surveillance.com.au Pty Ltd, will launch the world's first cloud-based Automated Number Plate Recognition (ANPR) solution at Security 2012 Exhibition (July 25 – 27 at the Sydney Convention and Exhibition Centre). ANPRonline.Net™ removes the cost barrier normally associated with the installation and operation of number plate recognition systems, making the technology accessible both to small and medium sized businesses for local projects and to large businesses for national or multi-national projects.

Developed in Australia, ANPRonline.Net™ has a globally distributed architecture with high fault tolerance and natural scaling for limitless growth. The solution's secure web-based configuration, control and reporting features allow businesses to easily control of single or multiple sites regardless of their location.

“Previously, ANPR technology has been limited to large business with the available capital to commit to highly customised solutions and expensive ongoing operational budgets,” Robert Morgan, Managing Director, at IP-Surveillance.com.au Pty Ltd said. “We are really excited about the increased potential of this technology to be used more widely. Our cloud-based ANPRonline.Net™ solution, to be launched at Security 2012 Exhibition, finally brings the use of number plate recognition within the reach of smaller businesses that, in turn, opens a huge array of new markets.”

He added: “The system can be used in a wide variety of industries that need to monitor or control traffic flows, such as car parks, apartment buildings, hotels, gated communities, warehouses, service stations, national parks, mining sites, factories, transport companies and even retail operations.”

The solution has been internationalised for major languages and number plate patterns and is fully integrated with high definition Mobotix IP cameras. When correctly installed it is even possible to scan vehicles traveling at speed across multiple lanes of traffic.

In addition to the cloud-based solution, IP-Surveillance.com.au Pty Ltd's new ANPR system is also available as an in-house or private network system, called ANPRonsite.Net.

Resellers sought for channel push

ANPRonline.Net™ and ANPRonsite.Net will be exclusively sold and supported via resellers. The reseller supplies the recommended equipment such as the cameras, infrared lights, intercoms, gate relays, warning systems and gate hardware that can be controlled by ANPRonline.Net™. Being local, the reseller can ensure that the equipment is installed and maintained correctly; delivering the highest reliability and accuracy for the end-user of the ANPR technology as well as a continuing revenue stream for the partner.

“We will be networking during Security 2012 Exhibition to grow our channel program with security integrators and manufacturers specialising in CCTV, access control or mechanical / boom gates,” explained Robert Morgan. “By bringing automatic number plate recognition to the SMB market, we anticipate significant growth for ANPRonline.Net. We invite companies to meet us for further discussion at Security 2012 Exhibition to see how we can work together to incorporate this technology into their businesses.”

For more details, visit IP-Surveillance.com.au Pty Ltd's stand B42 at Security 2012 Exhibition or go to the company's website <http://www.ip-surveillance.com.au/> or the product website <http://ANPRonline.Net>.

IP Surveillance will also present on the latest trends in number plate recognition and associated vehicle access control as part of the exhibition

seminar series. To register for the session, to be held on Thursday, July 26, 11:30am, go to <http://www.securityexpo.com.au/visit.asp?id=69&t=Seminar+Series&cid=3> (registrations open in mid-June).

Security 2012 Exhibition free to attend for business professionals and endorsed by the industry's peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend at <http://www.securityexpo.com.au>

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#### About Security 2012 Exhibition

Security 2012 Exhibition is the must-attend trade show for security professionals in Asia Pacific. Now in its 27th year, Security 2012 is expected to attract more than 4,500 visitors from government and private enterprises, including security consultants, facilities managers, security and safety officers and installers. The 2011 exhibition attendees had a combined buying power of more than \$10 billion.

Security 2012 Exhibition is endorsed by the industry's peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend at <http://www.securityexpo.com.au>

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#### About Security 2012 Exhibition & Conference

Security 2012 Exhibition & Conference is the largest exhibition and conference event created specifically for the Australian security industry. The event, supported by the peak security industry body ASIAL, and other industry associations, delivers an unparalleled opportunity for exhibitors to showcase security solutions, products and services to a highly targeted and influential audience.

#### About Diversified Exhibitions Australia

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia. Its head-office is in Melbourne. Further information: [www.divexhibitions.com.au](http://www.divexhibitions.com.au)