



RADIO FREQUENCY IDENTIFICATION (RFID)

IN CONJUNCTION WITH HAWKEYE

Increasingly municipalities, universities and corporations are installing and utilizing Pan-Tilt-Zoom (PTZ) Cameras for the purposes of crime prevention, public safety and theft deterrence. Some of these same organizations are also installing Event Detection equipment such as Motion Detection Systems. For the most part, Event Detection Systems work independently from the Video Management Systems that control the PTZ Camera Networks and the Network Digital Video Recorder (DVR) Systems that store the collected video imagery.

Pelican Technologies developed the HAWKEYE system to automatically command PTZ Cameras to respond to geospatial specific events detected by Event Detection Systems such as Motion Detectors and Virtual Perimeters.

HAWKEYE responds to events as they occur and actions the connected cameras instantly.

Simultaneously, HAWKEYE informs connected Video Management Systems of the camera action (to alert operators) and connected DVR systems to provide a bookmark that can be used to audit and review the event at a later date.

HAWKEYE is a hardware and software combination that ties into existing network infrastructure to process and act on externally detected events. Included in the system is a graphical user interface and mapping application to assist in setting up HAWKEYE, a set of data interfaces that allow HAWKEYE to communicate with common Event Detection systems and common Video Management Systems and comprehensive user documentation that details the setup and tuning options available to configure HAWKEYE to each unique environment.

HAWKEYE plugs into your existing facility hardware; there is no need to replace your existing Cameras, Video Management Systems, DVR or Event Detection Systems.

In studies performed by law enforcement groups and private security firms, the average time required for a human operator to focus a camera onto the scene of a detected event is measured in minutes. HAWKEYE performs the same function in less than a second. The difference is:

- the difference between a quick apprehension and a lengthy investigation;
- the difference between a digital video record and eyewitness memory;
- the difference between certainty and "reasonable doubt."

HAWKEYE enables municipalities to reduce the time required to collect valuable evidence and increases convictions. HAWKEYE allows corporations and private organizations to provide to law enforcement officials information that is critical to investigations and limits risk and liability exposure when the unforeseen occurs.

Those cities, companies and universities that invest in the HAWKEYE system will see an immediate ROI in the form of decreased vandalism, lowered liability risk, increased order and overall cleaner public environments.

Event detection alone is an incomplete assessment of activities. Once an event has been detected, video monitoring and recording is essential for an accurate assessment of risk and impact. Pelican Technologies has introduced HAWKEYE to tie together Event Detection and Video Management Systems into a coherent and automated system.



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HAWKEYE WITH RFID

Radio-frequency identification (RFID) is the use of an object (typically referred to as an RFID tag) applied to an asset (person, product or item of value) for the purpose of identification and tracking. Some tags can be read from several meters away and beyond the line of sight of the reader.

As the size of RFID tags decrease, the ease to conceal or incorporate them in items increases. This trend towards increasingly miniaturized RFID is likely to continue as technology advances. RFID is becoming increasingly prevalent as the price of the technology decreases. In the United States and elsewhere worldwide, RFID is increasingly being used for:

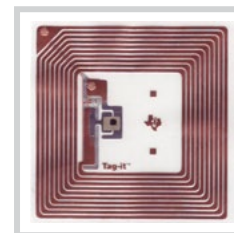
- **Electronic payment systems**
- **Retail sales inventory control**
- **Asset management and inventory management systems**
- **Yard management and logistics**
- **Access control and personnel tracking**
- **Theft deterrence and crime prevention**
- **Evidence and secure document chain of custody tracking**

Active RFID tags have the potential to function as low-cost remote sensors that broadcast telemetry back to a base station. Some of the countless applications of this external data include: sensing of road conditions by implanted beacons, flow rates in pipelines, historical temperature data from refrigerated shipments, weather reports and noise level monitoring.

Do your cameras protect your assets?

HAWKEYE's ability to receive detected events from a variety of systems allows RFID systems to be fully integrated into HAWKEYE and organizations can make full use of the automated camera tasking activity as well as VMS and DVR activity that HAWKEYE enables. Some of the possible implementations for this integration are:

- **To record when personnel enter or leave controlled areas of a facility**
- **To log when specific items are moved from one location to another**
- **In a theft deterrence system to follow items violating a virtual perimeter**
- **As part of a patient tracking system at a hospital or assisted living center to record and alert staff when patients erroneously leave the facility or enter into restricted areas.**



For a demonstration of HAWKEYE or to inquire about our tiered pricing, reseller, distributor and installer discounts, or to simply learn more about Pelican Technologies, please contact us at (866)-274-9483 or visit us online at www.technopelican.com or follow us on twitter ([@technopelican](https://twitter.com/technopelican)).

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