

WHITEPAPER

IMAGE MESSAGING FROM THE CONTROL ROOM TO THE FIELD

sepura

Going further in critical communications



INTRODUCTION

The speed, fullness and accuracy of information communicated from the control room to the field are undoubtedly a key success factor in many emergency situations. The use of mission critical communications for voice is well established, but many circumstances rely on detailed verbal descriptions being conveyed to the field; descriptions that are not only subject to an operator's skill in interpreting visual information accurately and converting into words, but also the recipients understanding of what they are being told. This method of transferring vital information is not only error prone but also takes considerable time which, in many situations, is a vital commodity.

The challenge of making this procedure more effective, supplementing secure voice communications with visual information, can be met with Sepura's revolutionary application, IMAGE.



IMAGE

An image messaging application allows the rapid transfer of images with associated text information to a variety of devices, including TETRA radios. Sepura's IMAGE is a productivity application designed to increase the efficiency of organisations where fast, clear and accurate information transfer is vital for mission and business critical communications.



Fully scalable, from small to national networks, IMAGE allows simultaneous access from multiple client applications and multiple users in different geographic locations.

With a modern, intuitive user interface, featuring drag-and-drop functionality, IMAGE can also be integrated into existing, third-party command and control systems via an API.

Additionally, and of critical importance – IMAGE is bearer agnostic and can be used on TETRA and broadband networks with smart devices. A safe and future-proof investment, it is also capable of integration with the future Emergency Services Network.

Crucially, applications are relatively low-cost, offering disproportionately large savings in expensive time and resources, particularly network costs.

IMAGE MESSAGING FOR CRIME REDUCTION



While crime reduced by 43% between 2003-4 and 2013-14, the burden on policing is ever increasing and the average cost per crime increased by 25%. Image messaging aids quick detection, as well as crime prevention, helping to reduce investigation time and improve operational efficiency whilst reducing cost.

Still images from anti-social behaviour incidents, mass disturbances and violent disorders captured on CCTV can quickly be distributed to nearby officers with receiving devices. If, **as predicted by Sara**

Thornton¹, Chair of the Police Chief's National Council, victims of burglary will soon be required to submit evidence from the scene of the crime, image messaging is the perfect medium to distribute those images rapidly to the frontline police resources.

IMAGE MESSAGING FOR LOCATING MISSING PERSONS



According to the National Crime Agency's Missing Persons Bureau, in 2012-13, 306,000 people were reported missing in the UK – an average of 838 per day.²

A survey conducted with UK Police in 2013 confirmed the cost of missing person investigations to be in the range of £1,325.44 to £2,415.80³. This equates over £400 million per annum.

In concurrence with routine enquiries, the use of image messaging to rapidly circulate photographs and data could deliver a significant reduction in investigation time, and thus a reduction in the related cost.

IMAGE MESSAGING FOR LOCATING MISSING CHILDREN



In the UK, a child is reported missing every three minutes. Many children repeatedly run away from care homes, and are returned by police a number of times. Time spent tracing missing teenagers is an "unsustainable" burden on police finances, costing "up to £30 million"⁴ per annum.

Image messaging can rapidly distribute visual information, with a high risk alert warning, to capitalise on the "golden hour" following the disappearance. Messages can also be sent to partner agency devices to maximise resources, helping to reduce investigation time and, therefore, cost.

¹ Investigating burglary will always be important but how and when we do it may have to change, Sara Thornton, Police Chiefs' Blog, 6 August 2015, <http://news.npcc.police.uk>

² National Crime Agency: Missing Persons Data Analysis 2012-2013 accessed 8th January 2016 from <http://www.missingpersons.police.uk/download/48>

³ Repeat reports to the police of missing people: locations and characteristics, June 2013. Dr. Karen Shalev Greene and Professor Carol Hayden

⁴ Sir Peter Fahy, Chief Constable, Greater Manchester Police (retired 2015)

IMAGE CAN PLAY A VITAL ROLE IN MANY OTHER SCENARIOS...



COAST GUARD/MOUNTAIN RESCUE

Delivering photos of a missing person or location maps of vital medical equipment



FIRE AND RESCUE

Disseminating building floor plans or hazardous material information



CUSTOMS OFFICERS

Integrating with facial recognition systems to dispatch advance visual notifications



PUBLIC TRANSPORT

Images of unidentified bags or location maps of first aid points



MAINTENANCE TEAMS

Delivering images of key components for easy identification and re-ordering

IMAGE - KEY FEATURES

- Supplies visual key visual information to field devices providing clear and concise set of information on which to act – removes reliance on operator’s interpretation and verbal description of situation
- Images can be viewed on TETRA radios, GPRS & 3G mobile phones, LTE Smartphones, in-vehicle tablet PCs and other devices
- Transfers CCTV, webcam and new images or from collated on imported image gallery
- Network independent – comprehensive library of supported terminals, facility to add others
- Modern interface, intuitive, drag and drop, and image manipulation is built in – allowing key elements to be isolated and enlarged
- The application supports English, Chinese, Spanish, Portuguese, Finnish, and Arabic languages - includes facility for user to upload new language module

CONCLUSION

IMAGE allows rapid dissemination of critical information from the control room to the field, leading to increased efficiency, and faster resolution of incidents and cost savings. The application can be utilised in a variety of emergency situations, by a wide range of services.

Ultimately, IMAGE can be used as a key tool to increase the effectiveness of emergency services dealing with serious incidents.

**Request a demonstration of Sepura’s powerful IMAGE application
at www2.sepura.com/image**

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