

# *Governments' Public Safety Held to Account*

Disruptive Anti-Terror CCTV Cameras are showing governments how to win their fight against crime and terror. Places where many people gather are targets for mass killings, yet are the most technically problematic areas to deliver public safety. CCTV is heavily used during terrorist incidents, but as the CCTV industry has not been regulated, it has not delivered results.

After terrorist attacks, vast amounts of extra money is spent by governments as a brief display of security control. Until the availability of Viseum's disruptive technology, economics prevented governments to invest before these attacks.

## **Disruptive Public Safety CCTV Technology**

Solving the very serious problem with all CCTV cameras missing crucial video evidence, the Viseum Intelligent Moving Camera (Viseum IMC) was invented to deliver the results needed. Fixed Contextual View Cameras and [PTZ Cameras](#) together with Intelligent [Video Analytics Software](#), automatically monitor large, complex and challenging environments. The Viseum IMC Camera is built to the highest quality standards, it does not require CCTV operators, and it optimizes people to respond. This internationally patented [CCTV Innovation](#) has led to Viseum dominating a new market that has bridged the very large gaps between, and solved the many intrinsic problems with, standalone CCTV security systems, manned surveillance services and manned guarding patrols.





## Top 3 issues with all other Public Safety CCTV

The security industry has evolved around low-cost products that are not fit for purpose. Unregulated markets lack quality and standards and this is why in today's security climate, Viseum's disruptive technology is needed to change how people spend, save and make money. Viseum UK has exposed the 3 main areas of the CCTV industry that it is now helping to regulate:

### 1) Government CCTV Security Procurement

Most governments pay for the best [high-end security](#) equipment, but for the security equipment's supply chain to make money (including hidden commissions), procurement processes result in governments receiving inadequate low-cost products.

To complement this spending regime, security consultants make their profits by specifying the cheapest equipment for Public Safety CCTV. They do this to justify their own high costs of designing it, and many also recommend their preferred manufacturers of such equipment to make more hidden commissions out of their governments.

### 2) CCTV Cameras and Software "CCTV Technology"

To support this trend, public safety equipment has so much competition it forces [CCTV manufacturers](#) to reduce their quality, sell at low cost and in high volume, to only make profits from poor warranty and frequent downtimes. Also, with such an unregulated industry where selling in volume is crucial, this discourages any [technology innovation](#):

CCTV Cameras: The Pan, Tilt and Zoom (PTZ) camera is a commodity component of the CCTV industry and is central to public safety. Yet, because the [PTZ Camera](#) needs to be constantly watched and controlled by a person, and even then, it can only see one small area at a time, criminals all but disregard them, making the cameras the root cause of why security systems do not deliver consistent results.

CCTV Software: The latest major CCTV development is [Video Analytics Software](#). This is software that automatically watches cameras, but this has limited applications because the software can only monitor fixed static cameras.





### 3) People Watching Cameras “CCTV Operators”

Most people are under the common misconception that CCTV is just like the TV show “Big Brother” where many highly skilled surveillance experts are watching and studying our every move. This could not be further from the truth:

Public Safety CCTV Designs: Public Safety CCTV is designed around having a very small number of people watching many thousands of cameras, but in reality, a person can only look at one camera at a time. Also, with wages an ongoing and increasing cost, operators are the most expensive operational overhead. This job has a high turnover of staff because people are notoriously unreliable for constantly monitoring critical services, and with operators failing to turn up for work and lacking concentration.

Public Safety CCTV Budgets Wasted: It is commonly accepted for governments and law enforcement agencies to waste many millions each year, and many thousands of man-hours attempting to find and retrieve just a few seconds of crucial video evidence, from days, or months of stored video. The vast majority of these efforts result, daily, in lengthy reports as to why the CCTV evidence was not available or could not be used.

***“Worryingly, very true at each point.” UK CCTV Command Control Manager***





## Internationally Regulated Crime Deterrent

As the much-needed solution for public safety law enforcement, the Viseum IMC Camera is now stimulating many governments to regulate their CCTV. Patents have been granted globally for the invention of the Viseum IMC camera, and in demonstrating this quality and performance regulation, any other brand of camera that looks like a Viseum is seen as an [illegal unregulated copy](#) and that compromises a nation's public safety.



> [Viseum Technology and Support Strengths](#) < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.



## Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods into our international territories, nor can they secure investment due to this breach.

Viseum technology and software is protected by a number of intellectual property rights. Purchase of a Viseum-driven product from an authorized Viseum<sup>®</sup> supplier guarantees that it contains authentic Viseum<sup>®</sup> software, and carries with it a licence giving the purchaser permission to use the Viseum technology. Attempted use of Viseum<sup>®</sup> software without a valid license is in breach of international law.

**Patents Granted** European Patent > [EP 1 579 399](#) <, United States of America > [US 7,952,608 B2](#) <.

**Registered Trade Marks** Viseum<sup>®</sup> SafetyWatch<sup>®</sup>

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