

Scene	Panel
1	1



Dialog
(MUSIC)

Action Notes
Titles - UTILITY

Action Notes
PEDESTAL DOWN from logo/sky
Sirens & lights from building indicate a robbery in progress.
Figures run from building to getaway car

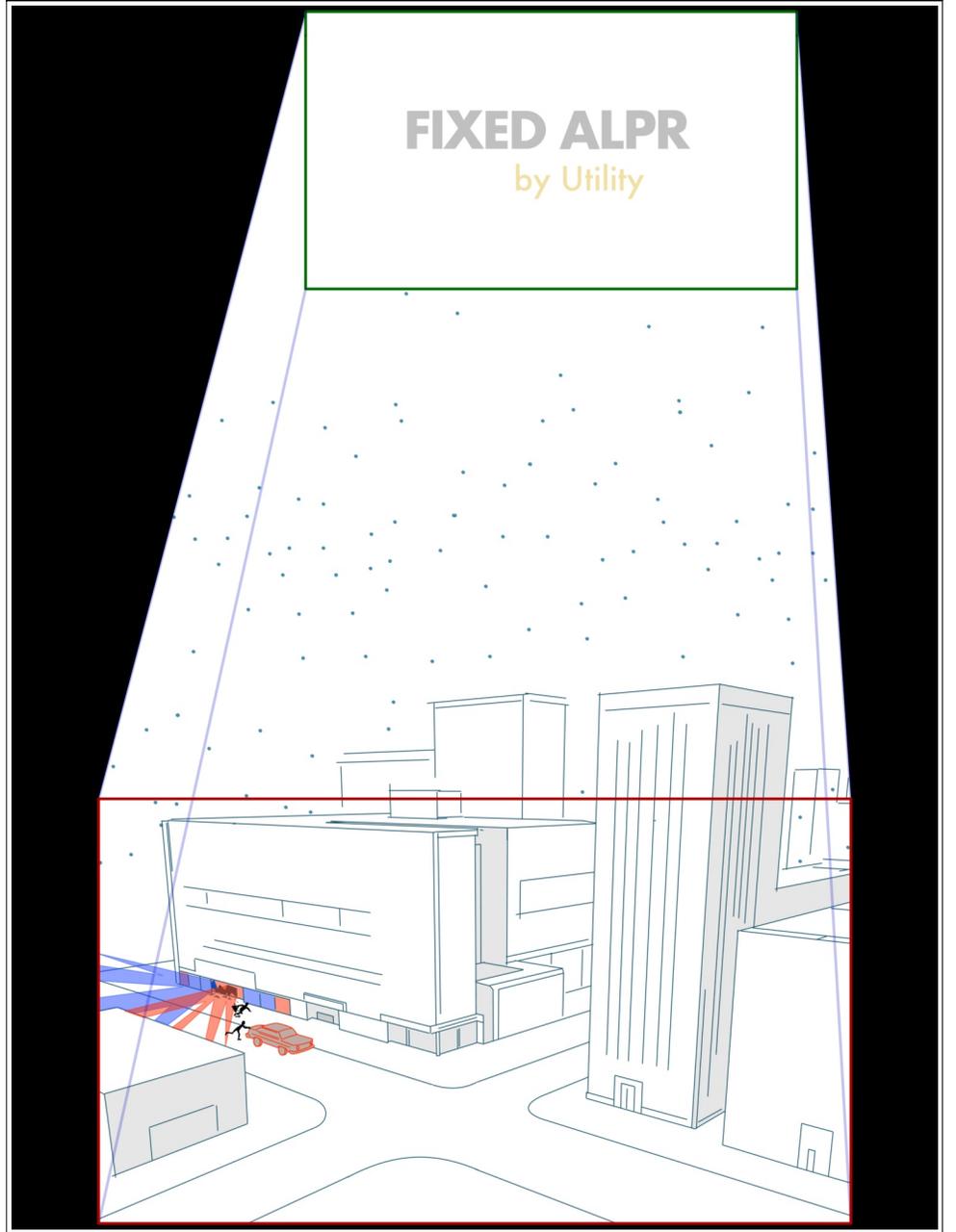
Scene	Panel
1	2



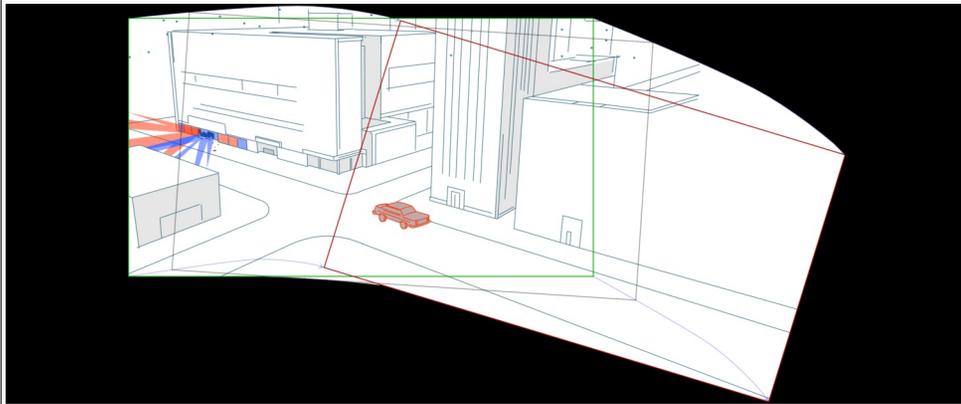
Dialog
Fixed Mount License Plate Recognition
Part of Utility's line of Automated License Plate Recognition solutions

Action Notes
Titles: FIXED ALPR

Scene	Panel
2	1



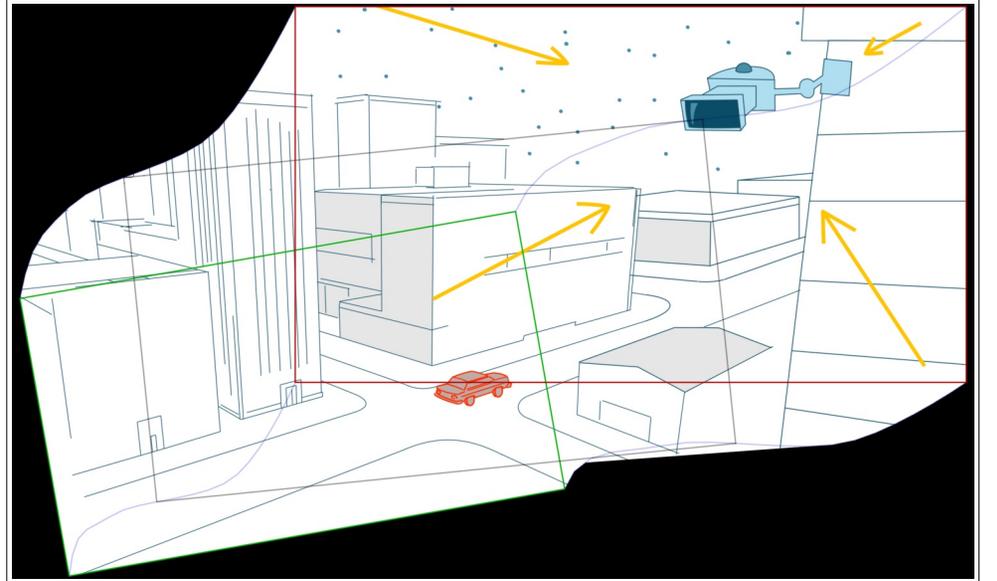
Scene	Panel
2	2



Dialog
 ...a cost-effective force multiplier that doesn't take a break, sleep, or take a vacation.

Action Notes
 Figures get in car, car speeds away...

Scene	Panel
2	3



Dialog
 ...a cost-effective force multiplier that doesn't take a break, sleep, or take a vacation.

Action Notes
 Car speeds past a building...

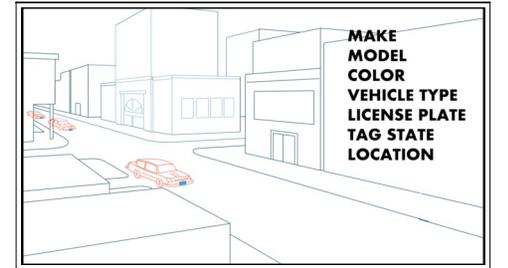
Scene	Panel
2	4



Dialog
 With 70% of all crime involving a vehicle, automated license plate recognition provides a head start on most investigations.

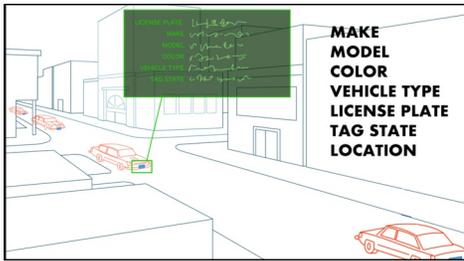
Action Notes
 PAN settles on side of building, revealing camera
 SOOM IN on camera

Scene	Panel
3	1

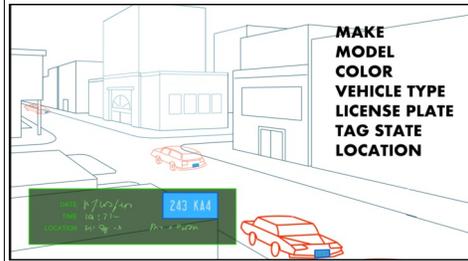


Action Notes
 POV: Camera
 Typical mid-day traffic

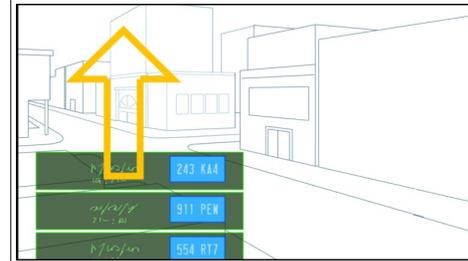
Scene 3 Panel 2



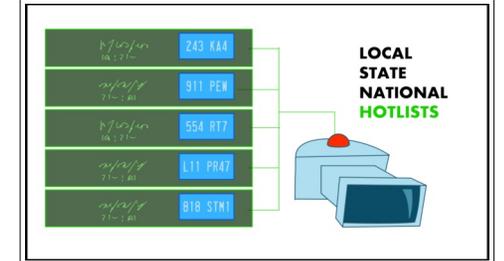
Scene 3 Panel 3



Scene 3 Panel 4



Scene 3 Panel 5



Dialog
Fixed ALPR uses AI to analyze a vehicle in real-time...

Dialog
...extracting license plate, make, model, color, vehicle type, and tag state from a single image...

Action Notes
Plate data stacks-up on screen, fills left side of frame

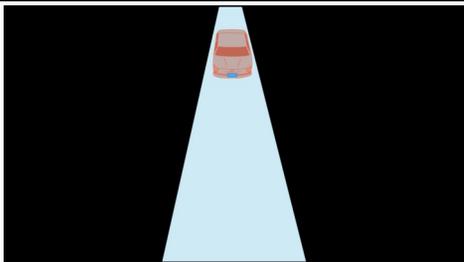
Dialog
...cross-checking those details with local, state, and National hotlists

Action Notes
POV: Camera - ALPR scans several vehicles as they pass
Data shows Make, Model, Color, Type, Tag State, License Plate

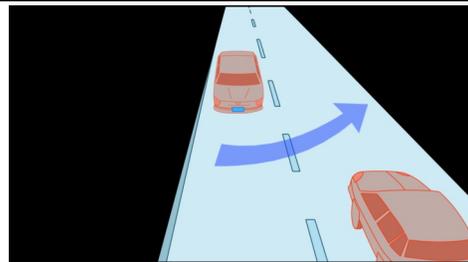
Action Notes
POV: Camera - ALPR scans several vehicles as they pass
Data shows Make, Model, Color, Type, Tag State, License Plate

Action Notes
The camera's "brain" processes the Data

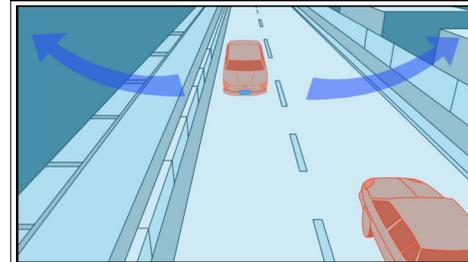
Scene 4 Panel 4



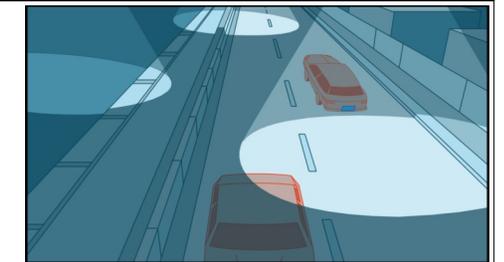
Panel 1



Scene 4 Panel 4



Panel 2



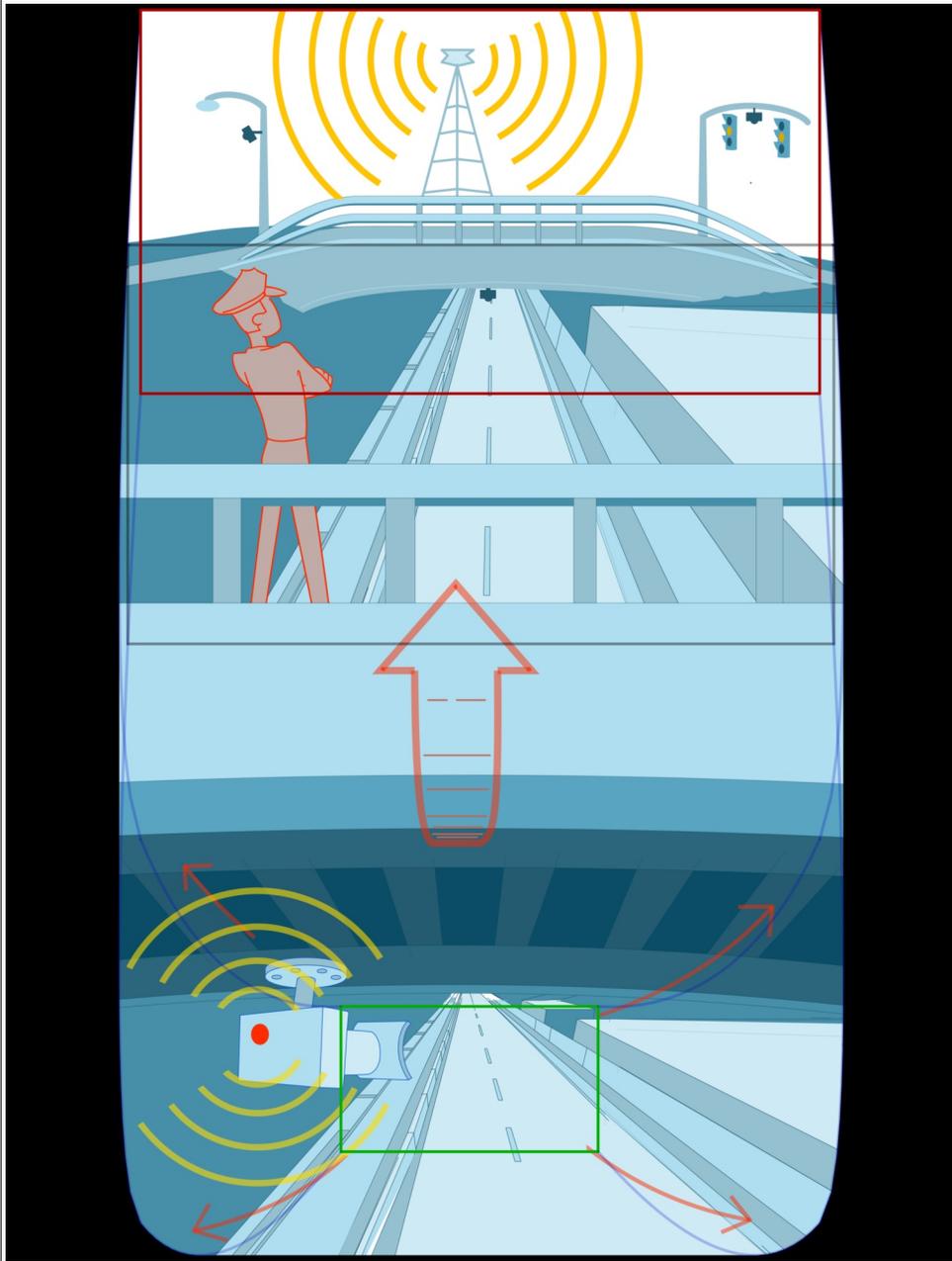
Dialog
With a single camera capable of capturing two lanes of traffic simultaneously...

Dialog
...analyzing vehicles moving at high speeds, or at night in low light conditions...

Action Notes
Single-lane spectrum widens to 2 lanes

Action Notes
Spectrum widens to reveal entire scene
Vehicles zooming down the two lanes at 'fast speeds' quick transitions between day/night

Scene	Panel
4	3

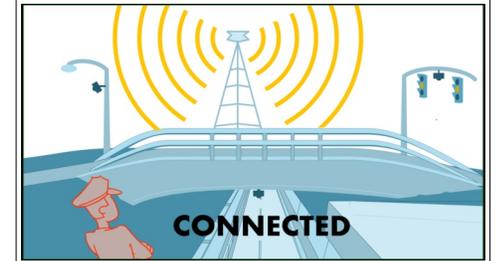


Dialog
...using carrier agnostic cellular-based communication...

Action Notes

Pull back to reveal camera attached under bridge
Continue camera move: Pedestal up to reveal wide shot, cel tower
Wifi symbol, with cell tower flashing, connecting to the Cloud

Scene	Panel
4	4

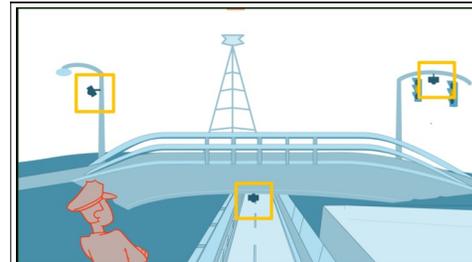


Dialog
...using carrier agnostic cellular-based communication...

Action Notes

Wifi symbol, with cell tower flashing, connecting to the Cloud

Scene	Panel
4	5

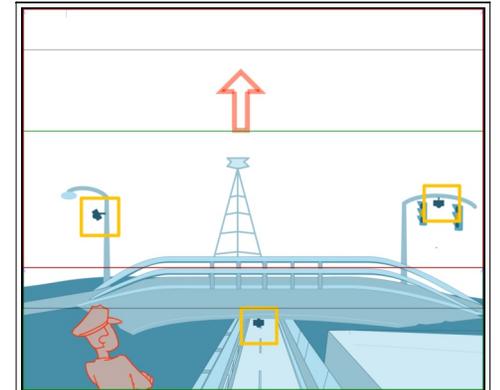


Dialog
...with limitless mounting options such as poles, bridges and traffic lights

Action Notes

Hi-Lite mounting options.

Scene	Panel
4	6

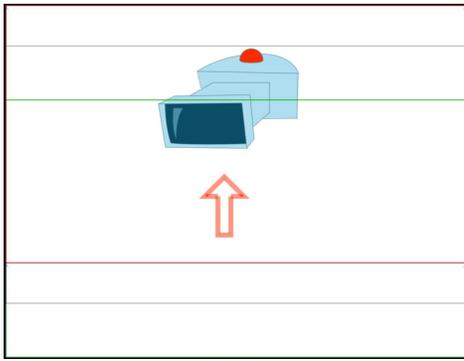


Dialog
...with limitless mounting options such as poles, bridges and traffic lights

Action Notes

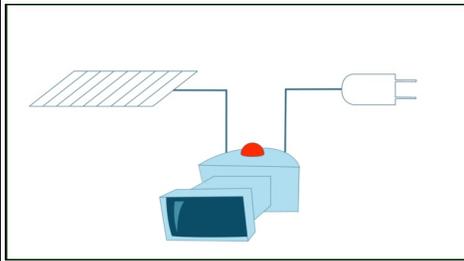
Hi-Lite mounting options.

Scene	Panel
4	7



Action Notes
PEDESTAL UP to see Camera

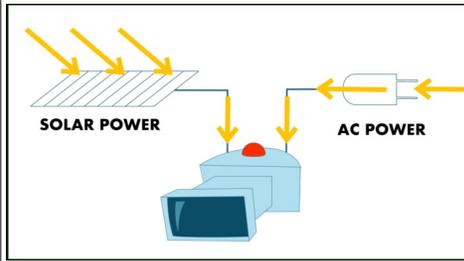
Scene	Panel
4	8



Dialog
...and flexible Power Sources.

Action Notes
Solar Panel and AC outlet GFX appear

Scene	Panel
4	9



Dialog
...and flexible Power Sources.

Action Notes
Sun & AC providing power

Scene	Panel
5_A	1



Dialog
Utility's Fixed ALPR solution can be deployed anywhere you need it.

Action Notes
Flip book style background and equipment changing, camera is always the same kind and position, Perspective is always the same
SUBURBAN NEIGHBORHOOD

Scene	Panel
5_A	2



Dialog
Utility's Fixed ALPR solution can be deployed anywhere you need it.

Action Notes
Flip book style background and equipment changing, camera is always the same kind and position, Perspective is always the same
RURAL HIGHTWAY

Scene	Panel
5_A	3



Dialog
Utility's Fixed ALPR solution can be deployed anywhere you need it.

Action Notes
Flip book style background and equipment changing, camera is always the same kind and position, Perspective is always the same
MAIN STREET

Scene	Panel
5_A	4



Dialog
Utility's Fixed ALPR solution can be deployed anywhere you need it.

Action Notes
Flip book style background and equipment changing, camera is always the same kind and position, Perspective is always the same
SEASIDE / VACATION AREA

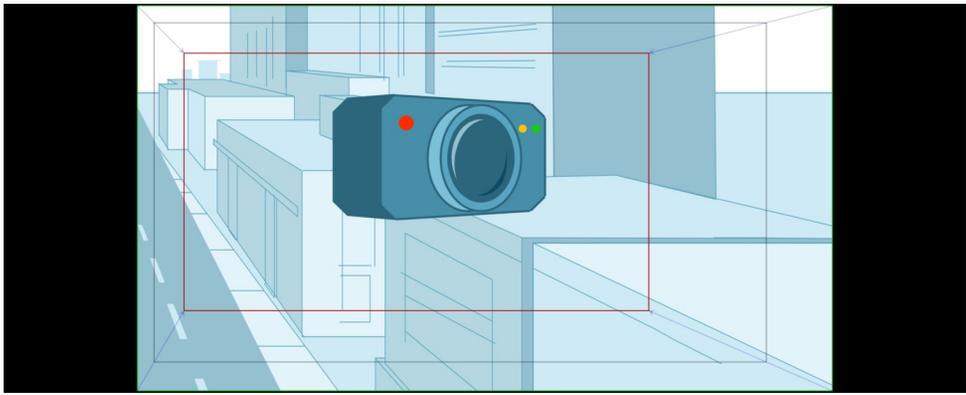
Scene	Panel
5_A	5



Dialog
Utility's Fixed ALPR solution can be deployed anywhere you need it.

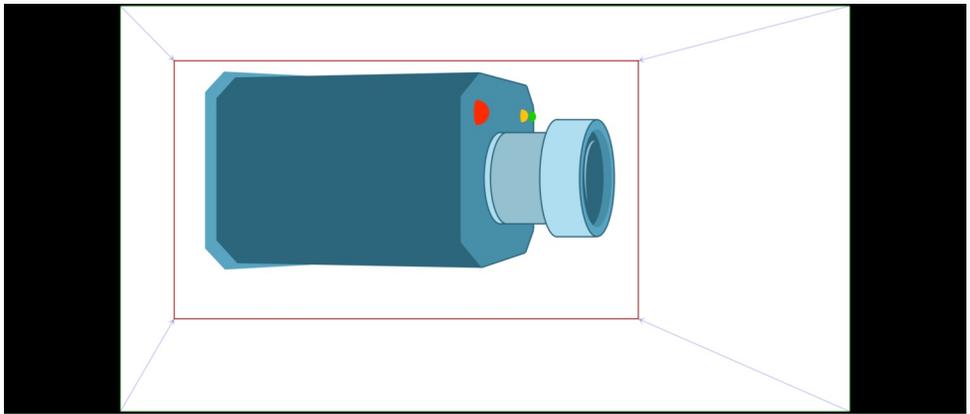
Action Notes
Flip book style background and equipment changing, camera is always the same kind and position, Perspective is always the same
URBAN NEIGHBORHOOD

Scene	5_B	Panel	1
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Action Notes
Reposition angle so we're seeing camera from the Side

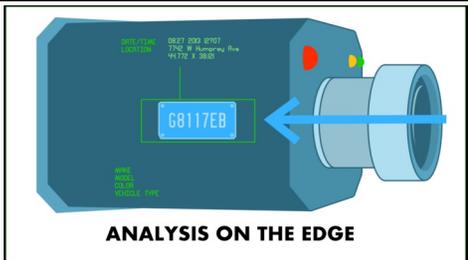
Scene	5_B	Panel	2
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Dialog
The high-performance A.I. engine is passively collecting vehicle metadata...

Action Notes
Zoom to camera

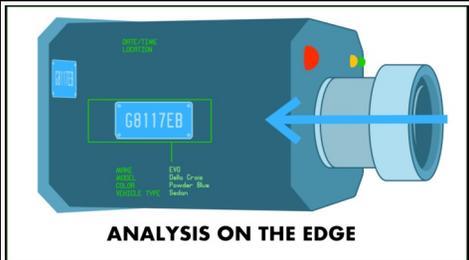
Scene	5_B	Panel	3
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Dialog
The high-performance A.I. engine is passively collecting vehicle metadata...

Action Notes
PLATE Image comes in thru lens
Metadata is extracted
Cross-Checking Performed

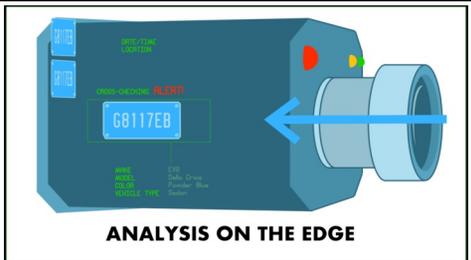
Scene	5_B	Panel	4
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Dialog
...in the Camera, reducing latency...

Action Notes
PLATE Image comes in thru lens
Metadata is extracted
Cross-Checking Performed

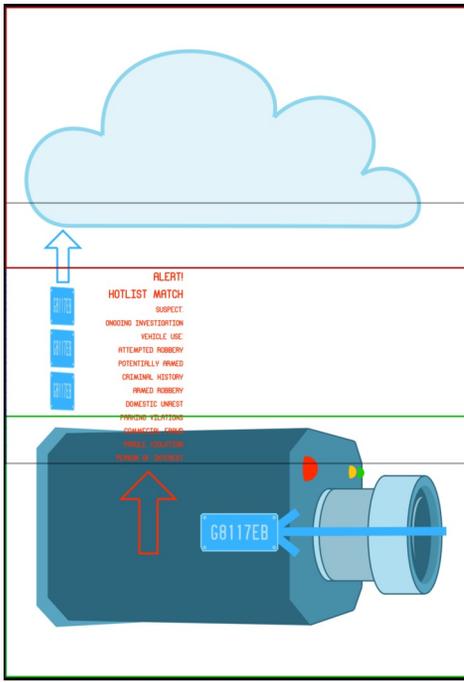
Scene	5_B	Panel	5
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Dialog
...and matching those details against hotlists

Action Notes
ALERT is activated

Scene	Panel
5_B	6



Dialog
...and matching those details against hotlists

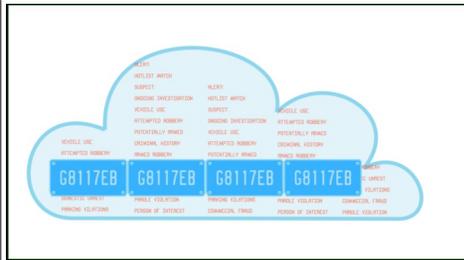
Action Notes
hotlist match: image & details pushed to the cloud.

Scene	Panel
5_B	7



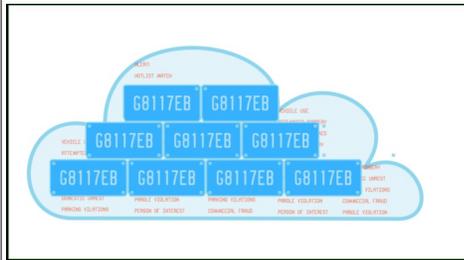
Action Notes
Data Stacking up in Cloud

Scene	Panel
5_B	8



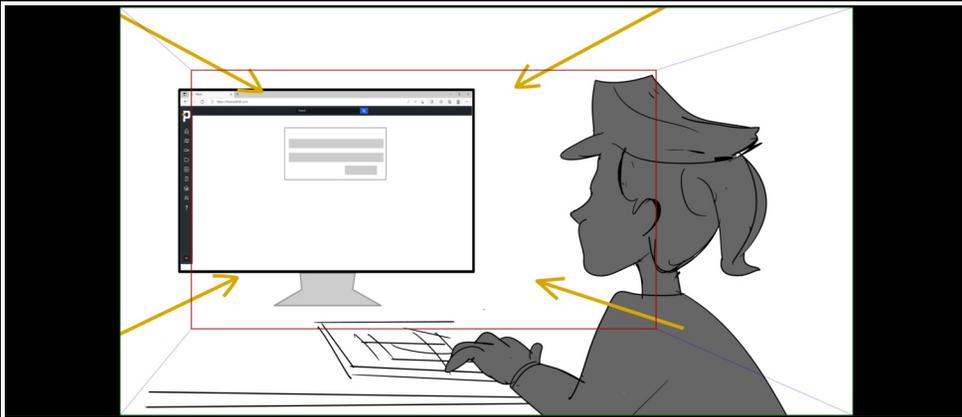
Action Notes
Data Stacking up in Cloud

Scene	Panel
5_B	9



Action Notes
Data Stacking up in Cloud

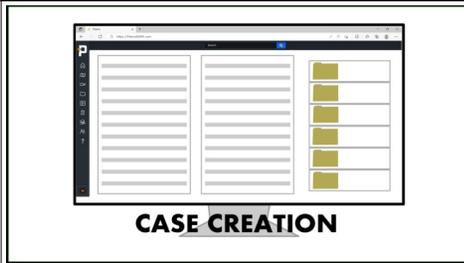
Scene	Panel
6	1



Dialog
Fixed ALPR is fully integrated into Polaris, combining ease of use with the power of license plate recognition...

Action Notes
Officer Logging into Polaris to see vehicle-based transactions. - This could simulate the Fixed ALPR and Polaris integration

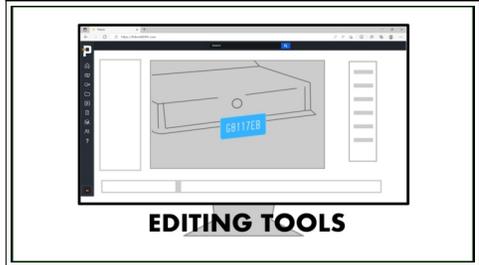
Scene	Panel
6	2



Dialog
..license plate transactions and hotlist matches can easily be added to cases...

Action Notes
Use existing Polaris animation - case creation

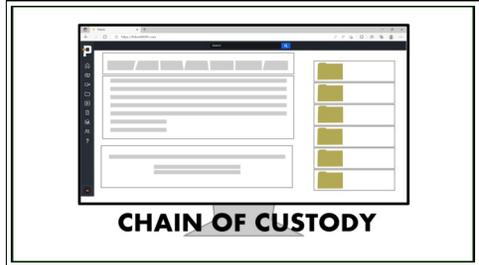
Scene	Panel
6	3



Dialog
 ...and combined with the digital evidence management features within the Polaris platform

Action Notes
 Use existing Polaris animation - editing of evidence

Scene	Panel
6	4



Dialog
 ...and combined with the digital evidence management features within the Polaris platform

Action Notes
 Use existing Polaris animation - Chain of Custody Demo

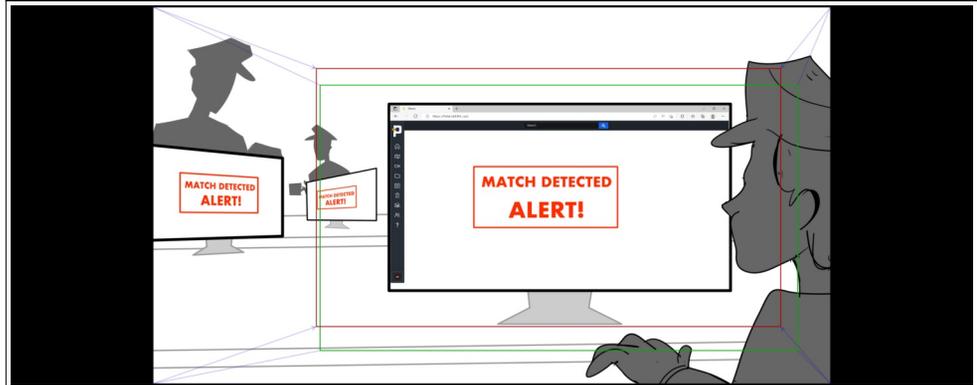
Scene	Panel
6	5



Dialog
 When any hotlist match is detected, the AI Engine sends alerts to Polaris, and all Officers within proximity

Action Notes
 Alert sent to dispatchers at desk, map view of alert sending to other nearby officers.

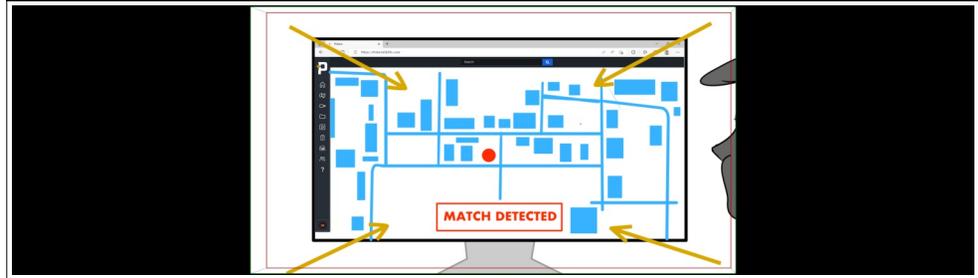
Scene	Panel
6	6



Dialog
 When any hotlist match is detected, the AI Engine sends alerts to Polaris, and all Officers within proximity

Action Notes
 Alert sent to dispatchers at desk, map view of alert sending to other nearby officers.

Scene	Panel
6	7



Dialog
 When any hotlist match is detected, the AI Engine sends alerts to Polaris, and all Officers within proximity

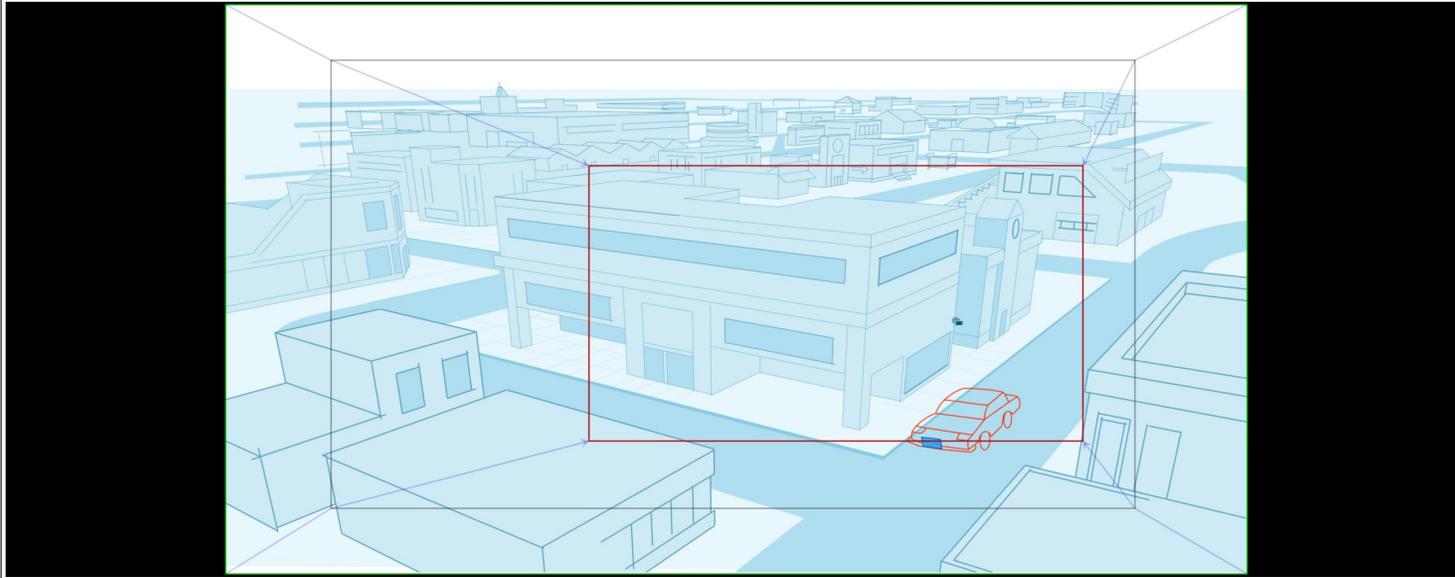
Action Notes
 Alert sent to dispatchers at desk, map view of alert sending to other nearby officers. ZOOM INTO SCREEN, Map Becomes Cityscape

Scene

7

Panel

1

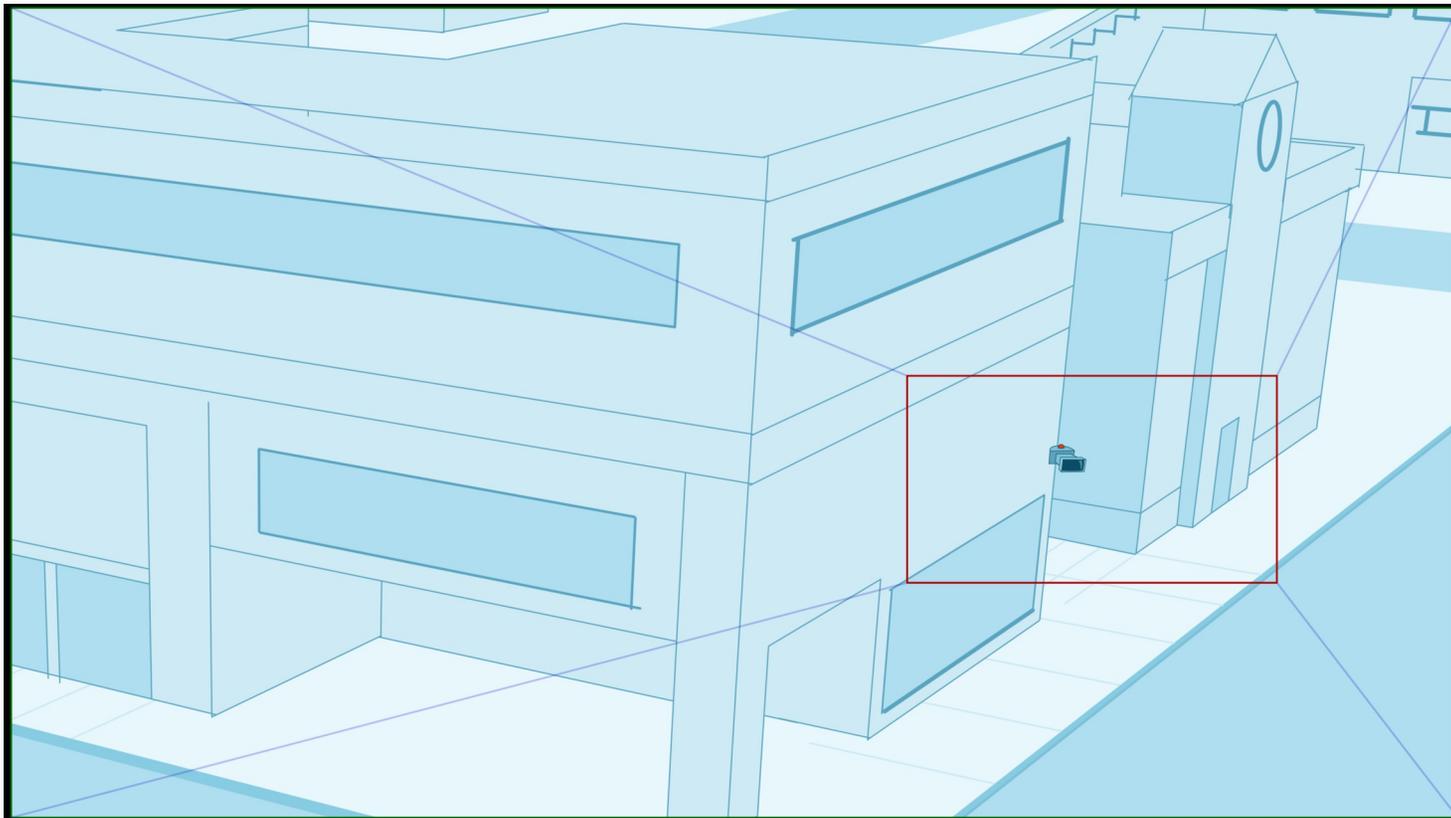
**Dialog**

Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes

Map Becomes Cityscape
CUSTOM ALERT GOES OUT...

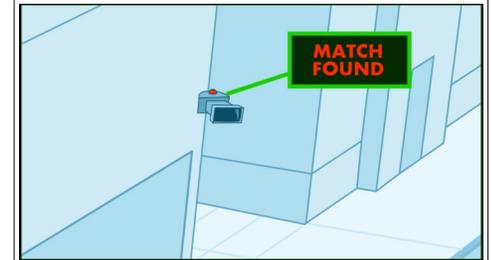
Scene	Panel
7	2



Dialog
Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
CUSTOM ALERT GOES OUT: Camera in field responding

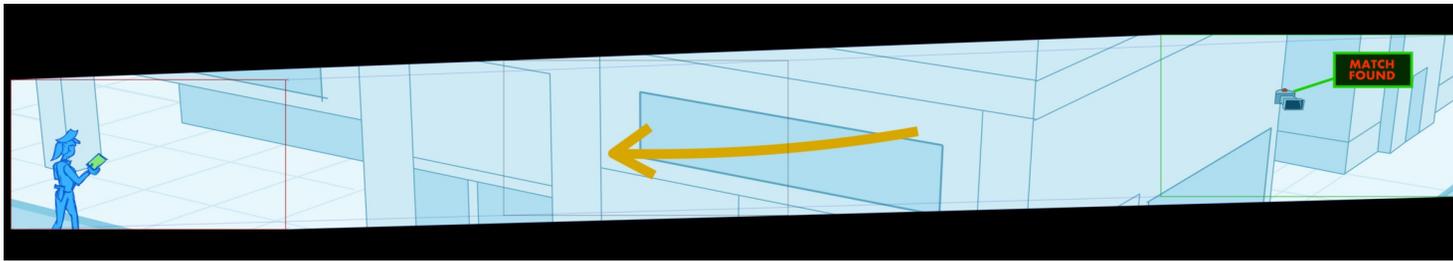
Scene	Panel
7	3



Dialog
Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
CUSTOM ALERT GOES OUT: Camera in field responding Match Found message

Scene	Panel
7	4



Dialog
 Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
 CUSTOM ALERT GOES OUT:
 ZIP PAN TO...

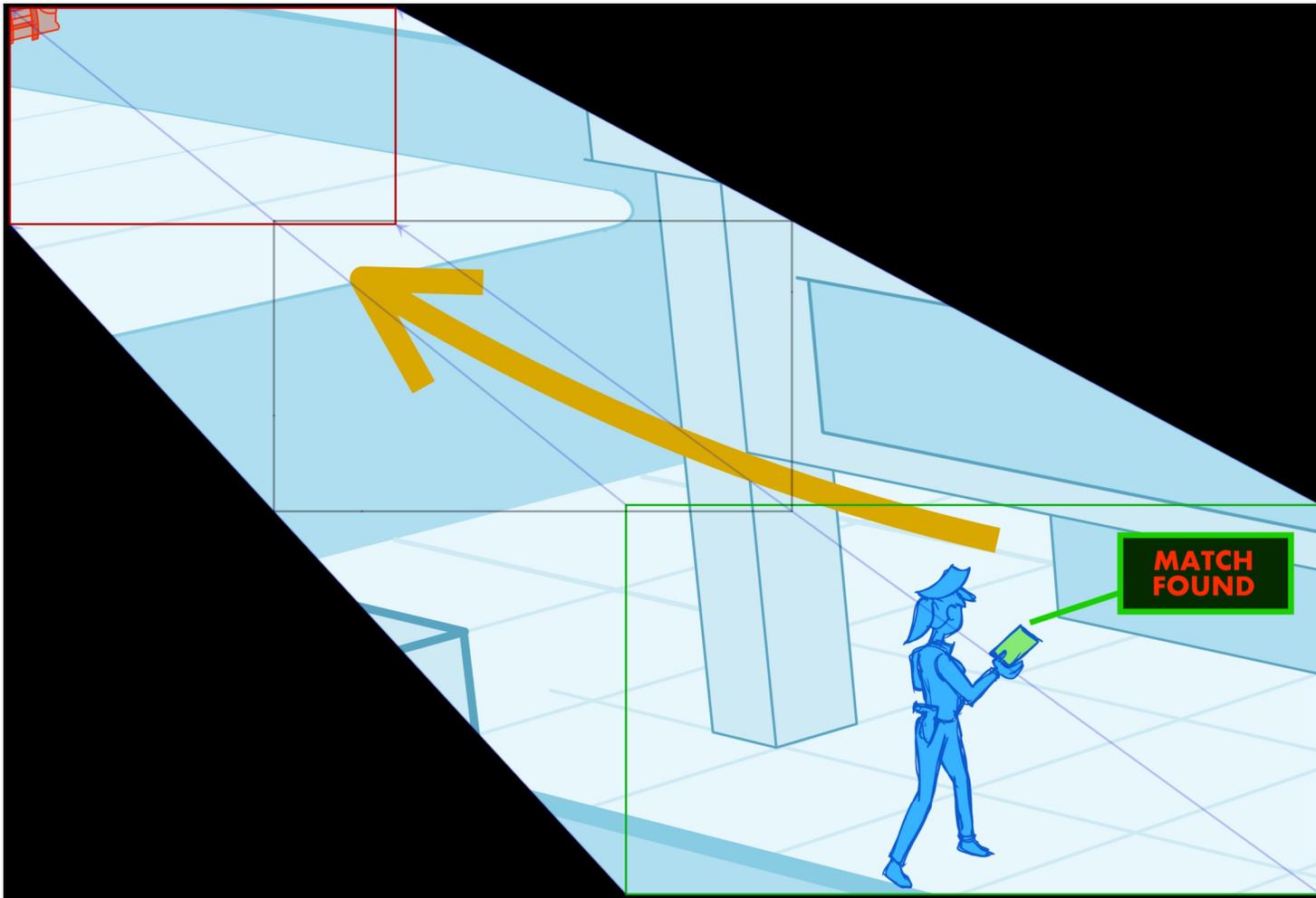
Scene	Panel
7	5



Dialog
 Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
 CUSTOM ALERT GOES OUT:
 Officer / Detective looks at phone
 Match Found message

Scene	Panel
7	6

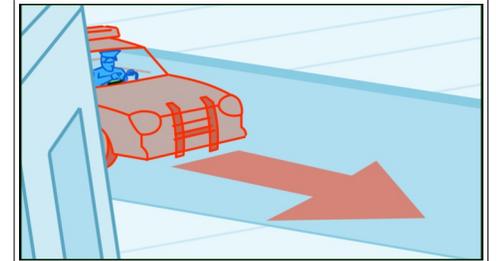


Dialog
Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
CUSTOM ALERT GOES OUT:

ZIP PAN TO...

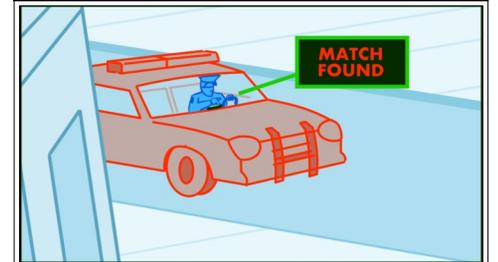
Scene	Panel
7	7



Dialog
Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
CUSTOM ALERT GOES OUT:
Officer in Vehicle

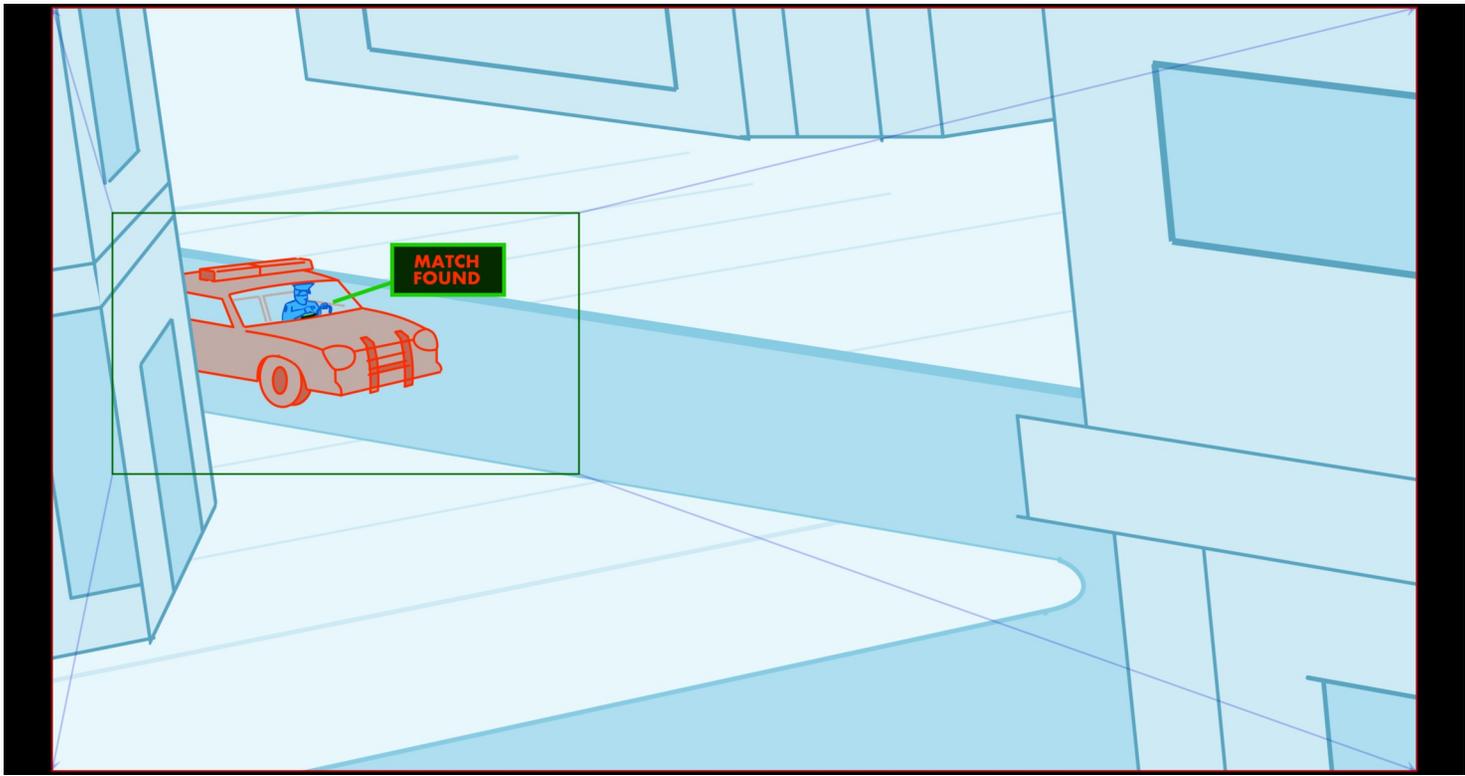
Scene	Panel
7	8



Dialog
Polaris users can set up custom hotlist alerts for vehicles of interest, and receive notifications when a match is found

Action Notes
CUSTOM ALERT GOES OUT:
Officer in Vehicle
Match Found message

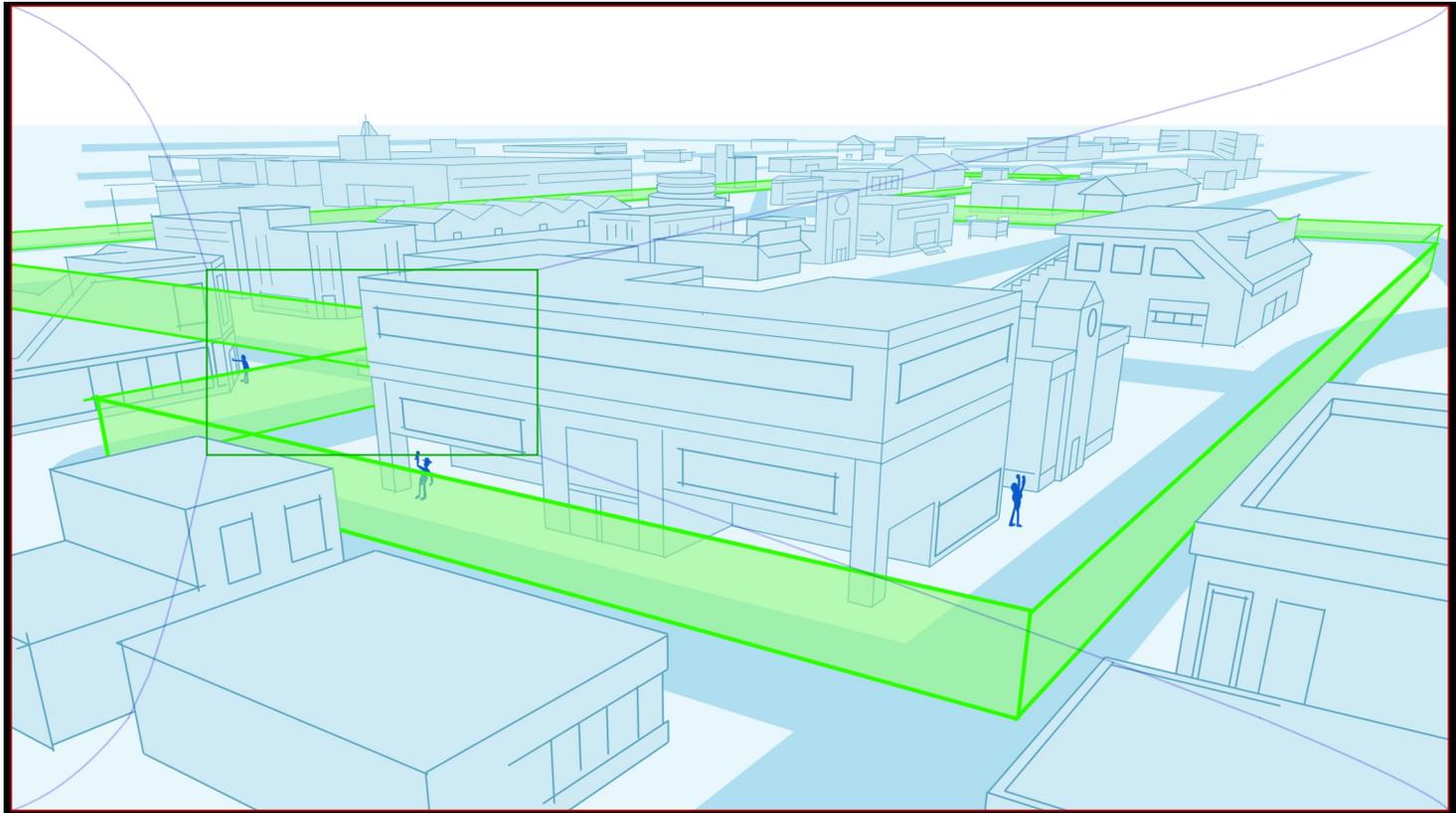
Scene	Panel
7	9



Action Notes

ZOOM WIDE

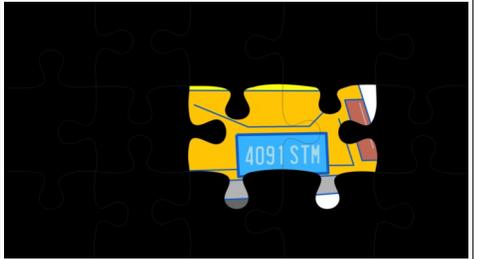
Scene	Panel
7	10



Dialog
With Fixed ALPR, Agencies can perform proximity and hot zone-based searches...

Action Notes
A "fence" is raised around a selected area...

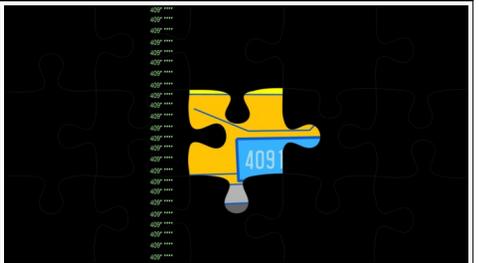
Scene	Panel
8	1



Dialog
Search by a full or partial license plate...

Action Notes
Puzzle motif representing incomplete information

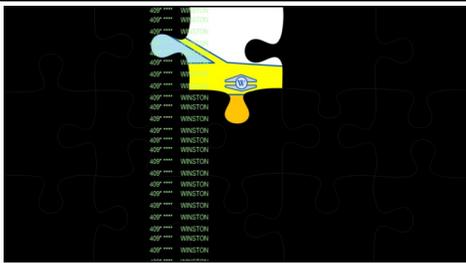
Scene	Panel
8	2



Dialog
Search by a full or partial license plate...

Action Notes
Puzzle motif representing incomplete information
As Parial Information is revealed, SEARCH DATA rolls up behind puzzle pieces

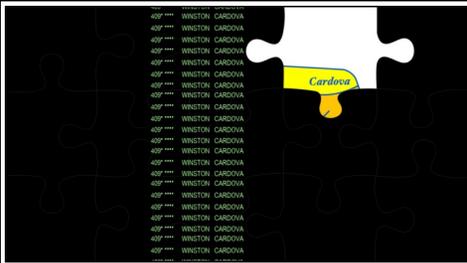
Scene	Panel
8	3



Dialog
...vehicle make...

Action Notes
SEARCH DATA runs thru various completion possibilities, narrowing down with each new puzzle reveal

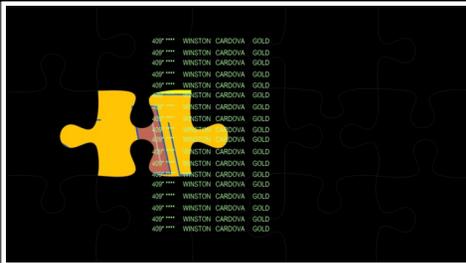
Scene	Panel
8	4



Dialog
...model...

Action Notes
SEARCH DATA runs thru various completion possibilities, narrowing down with each new puzzle reveal

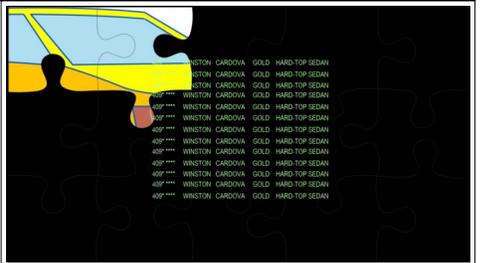
Scene	Panel
8	5



Dialog
...color...

Action Notes
SEARCH DATA runs thru various completion possibilities, narrowing down with each new puzzle reveal

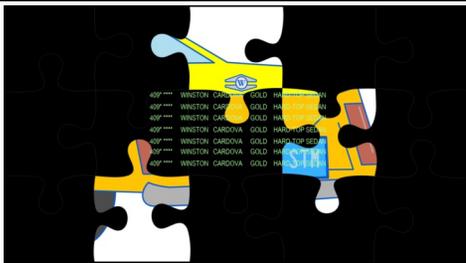
Scene	Panel
8	6



Dialog
...type...

Action Notes
SEARCH DATA runs thru various completion possibilities, narrowing down with each new puzzle reveal

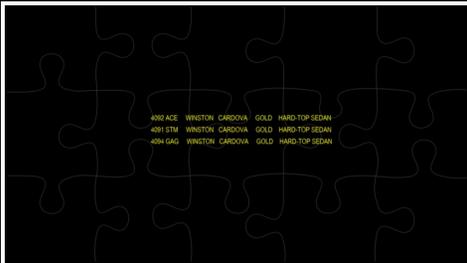
Scene	Panel
8	7



Dialog
...or any combination

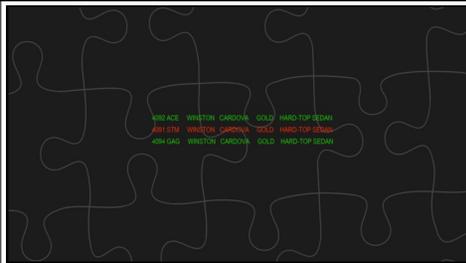
Action Notes
SEARCH DATA runs thru various completion possibilities, narrowing down with each new puzzle reveal

Scene	Panel
8	8



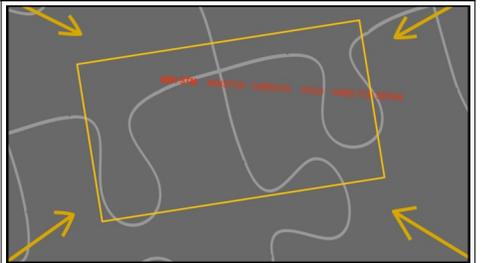
Action Notes
Plate info is completed, narrowed down to 3 options

Scene	Panel
8	9



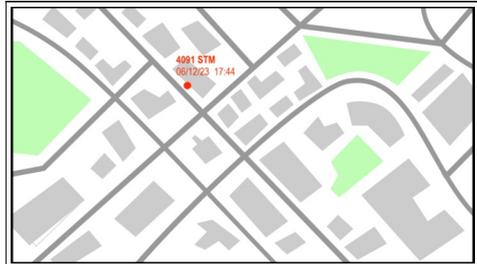
Action Notes
One line of PLATE DATA is highlighted, segueing to next scene

Scene	Panel
8	10



Action Notes
ZOOM IN ON Puzzle intersection

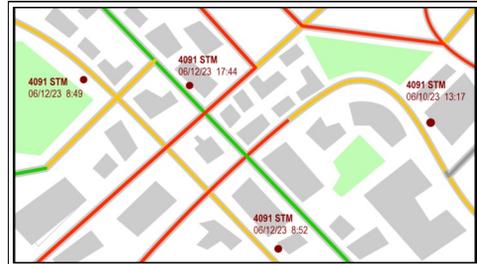
Scene	Panel
8	11



Dialog
Advanced reporting on traffic patterns help agencies streamline analysis

Action Notes
Lines become roads, Map forms

Scene	Panel
8	12



Dialog
Advanced reporting on traffic patterns help agencies streamline analysis

Action Notes
Traffic Analysis: Tracking Plate locations and times

Scene	Panel
9	1



Dialog
Fixed Mount License Plate Recognition, an instant force multiplier... Giving your agency a head start on any location or vehicle-based investigation.

Action Notes
Fixed ALPR Logo comes up...

Scene	Panel
9_A	1



Dialog
Narration:
Utility's Universe of Solutions: built to work together, to provide ease and clarity through technology.

Action Notes
Fixed ALPR Logo recedes and fades, Utility Logo appears