

Product Name: **CarID**

Purpose:

- Prevention and detection of crime for high security locations and law enforcement
- Increased high security for commercial spots (offices, hotels, shopping malls)
- Surveillance control against unauthorized access
- Intelligent tool for parking lot fraud detection
- Support for automatic maximization of identified parking area use
- Demand and pattern capturing of visitor segmentations (petrol stations, shops)
- Effective marketing tool for business promotions based on customer categorization

Features:

- **CarID** offers a complete solution for LPR (Licence Plate Recognition) in -combination- with
- CMR (Car Make Detection) for effective protection and security
- Turn-key offering of complete stand-alone and / or networked systems
- Possibility of integration between several data sources
- Online and automated check of valid Licence Plate vs. Car Make against own personal access list or against publicly accessible registered car data like e.g. the Dutch National Car Database (<https://ovi.rdw.nl/>)

Targeted Audiences (any combination):

- Small and medium customers, as offering of a -complete- solution by the following:
1 high quality IP Camera linked to 1 PC running **CarID** application, as stand-alone system without need for IT skills or other special requirements
- Organisations with networked servers and integration needs to local HR data & access rules
- Cloud offering by [IT-Imaging](#) without any local admin task, as monthly subscription

Product Demo:

- Prospects can upload sample car images on our website www.it-imaging.com and can test online the LPR & CMR recognition of **CarID**
- Once sample car images are uploaded, there is an instant detection output of results available

Roadmap:

- **CarID** version in the future are offering beside Car Make also Car Model recognition
- **CarID** version is planned to support color recognition (day light)