



# Zenith Corporate Profile

TURNING BIG DATA INTO ACTIONABLE INTELLIGENCE

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## CORPORATE OVERVIEW

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Founded in Melbourne, Australia and with a dual focus on Australasia and the Middle East region, Zenith works with governments, law-enforcement agencies, and private clients to integrate their security and Big Data requirements into meaningful solutions that enable advanced situational awareness, management, and response capability.

Our customers face a challenging information environment where decision making relies on an ever-growing range of information sources, both structured and unstructured. They require more than a traditional company. They require a partner and vendor that can work across traditional security and IT platforms, manage their growing requirement for understanding and leveraging Big Data, integrate information from multiple systems and sources, and provide them with advanced Information Management platforms that effectively meet their complex strategic and organizational challenges.

At the core of our customer's requirements is the need to have a vendor and solutions provider that has the ability to generate, understand, develop meaningful relationships across the ever-growing array of structured and unstructured data available to them, and to provide tools to manage them. This array of data includes large online and offline data repositories, security and life safety systems, video analytics, face and licence plate recognition, broadcast and social media feeds, location and mapping data, email, video, audio, text and, web pages.

Zenith is uniquely positioned to meet these requirements, being able to combine a deep understanding of our clients' unique individual and regional requirements, with our partnerships with the world's leading security and Big Data technology providers, along with our advanced in-house engineering and development capability, enabling us to provide integrated and practical customised products and solutions.





“ Zenith is a world-leader in the manufacturing and supply of advanced security and intelligence solutions for government and private customers alike. With an extensive range of technologies and products developed in house, and high-caliber development and engineering capability to design and customize solutions for our wide range of end users and channel partners, Zenith offers the flexibility and reliability required to ensure delivery and ongoing development of mission-critical systems to meet the challenges of today and into the future. ”

## ZENITH SOLUTIONS



### INTELLIGENT LIGHTBAR

Zenith is an expert in both mobile and static ANPR solutions, providing law enforcement agencies with proven technology for their safe city initiatives. Designed specifically for law enforcement agencies and special applications.



### SECURITY & SURVEILLANCE

True security requires comprehensive look and full understanding of all data sources. Zenith empowers human security and surveillance officers' efficiencies by incorporating intelligence information, which resides in diverse formats and comes from diverse sources.



### AUTOMATIC NUMBER PLATE RECOGNITION (ANPR)

As a global leader in ANPR, with extensive experience in mobile and fixed deployments, Zenith's innovation is homeland security centric providing actionable real-time intelligence.



### MEDIA INTELLIGENCE

For both traditional broadcast media (Television and Radio), and the exponentially growing number of online video and audio sources, Zenith MMS (Media Monitoring System) provides analysts with real-time information of emerging security threats and sentiment trends.



### BIG DATA ANALYTICS

Big Data is a relatively new term but something that Zenith has been working with for over a decade through our partnership with HPe's Big Data platforms. For security intelligence's consumption, disparate data fusion is critical.



### LANGUAGE TRANSLATION AND CONTENT MANAGEMENT

With an extensive experience in managing translation of multiple languages over the last decade, Zenith has developed niche innovations and competence in language translation and content management in our MMS Platforms.



### TRAFFIC SAFETY

Management and enforcement of traffic on country or city-wide scale provides multi-layer improvements in safety and security. Zenith's solutions monitor traffic violations and track vehicles in multiple sites, leveraging Big Data.



### CONSULTING

Zenith's years of expertise in homeland security, and Big Data architecture, adds to our team's extensive and practical knowledge. Zenith addresses the challenges and deep level understanding of security domain and measures.



## ZENITH INTELLIGENT LIGHTBAR

*"intelligence on the move"*

Zenith is an expert manufacturer of mobile and static ANPR / ALPR solutions, providing law enforcement agencies with proven technology for their safe city initiatives.

Designed to meet the challenging requirements of global law enforcement agencies, Zenith's Intelligent Lightbar provides our customers with the most advanced solution in the market for integrated intelligence and surveillance all in a single design. Integrating a range of ANPR and surveillance cameras into a sleek, fully functional modern-design light bar, combined with a range of video analytic applications and mobile speed enforcement using an integrated radar system, the Zenith Intelligence Lightbar is designed to be installed and mounted on any vehicle.

Providing a mobile intelligence and enforcement platform for use by officers in the vehicle, and by central command where all systems can be managed, viewed, and monitored, the Zenith Intelligent Lightbar provides a real force multiplier to a vehicle fleet, significantly increasing vehicle capability and providing a flexible platform for a safer city.



- > Vehicle-mounted intelligent light bar incorporating ANPR/ALPR and Video Surveillance cameras.
- > In-vehicle Video analytics for Licence Plate Recognition, Face Recognition, and additional Video Analytics applications.
- > Real-time matching against watch lists – updated centrally or in vehicle.
- > Integrated radar system for speed enforcement, capturing video, licence plate and still images for evidence.
- > GPS and time of capture date for evidence and historical search.
- > In-vehicle and remote High-Definition video recording and viewing.
- > Bi-Directional audio capability of recording and transmitting audio to and from the vehicle.
- > In-vehicle touch screen interface, in multiple languages, with back-end system integration.
- > Centralised management platform for managing the entire vehicle fleet and monitoring all systems.

## ZENITH SECURITY & SURVEILLANCE

As an established manufacturer and integrator of advanced security and surveillance solutions, Zenith can provide end-to-end systems using Zenith-developed technology and world leading solutions from our preferred blue-chip suppliers.

- > Intelligent Data Fusion.
- > Homeland Security & Safe Cities.
- > Criminal Investigation.
- > PSIM - Command and Control.
- > Integrated Security Systems.
- > Video Analytics.
- > ANPR - Automatic Number Plate Recognition.
- > Face Recognition.
- > Mobile Surveillance.
- > Body Worn Surveillance.
- > Intelligent Parking Systems.
- > Traffic Monitoring & Analysis.
- > People Tracking & Analysis.
- > Under-vehicle Scanning.







The exponential growth of social media platforms and open source media, such as websites, forums, blogs, and chat rooms, combined with traditional broadcast and online video and audio sources, has created an enormous number of new data sources, and eventually created new political and social risks for governments and organisations. Our customers and their employees now live in this world – a world of global broadcasters, blogs, video, webpages and social networking sites – rather than one in which data is archived in rigid structured databases. The new era is the future of information computing, and represents a fundamental shift in how organisations and people interact with information.

Zenith, leveraging close to a decade of experience from multiple deployments for key government accounts in the Middle East, has developed its Media Monitoring System (MMS), a Real-Time, language-independent solution for handling these data sources. We consolidate all open source and social media interactions into a single platform, providing the most recent, relevant and actionable open source information and analysing it to enable our customers to enhance situational awareness through the identification of patterns and valuable insights across all channels and automatic notification of any emergent situations. Fully automated and multi-lingual monitoring and archiving with real-time transcription and translation, Zenith’s proprietary media monitoring platform leverages the world’s most advanced technologies in a single integrated, highly scalable platform that can be provided on premise and in the cloud, ensuring all users can deploy a solution that meets their immediate and future needs.

- > Detection of emerging trends and influencers with sophisticated sentiment analysis and clustering technology.
- > Comprehensive monitoring, capturing and reviewing capabilities across thousands of sources.
- > Patented pattern-matching technology that quickly searches and identifies based on meaning.
- > An intuitive interface with customizable Command Center and visualisation tools.
- > Automated processes and streamlined workflows.
- > Speaker-independent text transcription generated in real-time across 30+ languages.
- > Speakers’ identification and matching from pre-trained library.
- > Automatic translation from source language to preferred language.
- > Identification of faces from a pre-trained library.



## AUTOMATIC NUMBER PLATE RECOGNITION (ANPR)

*“easily identify and track vehicles automatically”*

Whether you are looking to secure your city, your building, understand customer behaviours, or track and locate specific vehicles, Automatic Number/License Plate Recognition (ANPR/ ALPR) can be used to enhance the safety, security and operational capacity of your organization.

Zenith has developed its unique ANPR technology through extensive real-world deployments in the challenging conditions of the Middle East. The platform supports most global plates and enables our customers to easily identify and track vehicles automatically, with instant correlation and cross-referencing of license plates, ensuring that appropriate action can be taken quickly and confidently.

Using the Zenith ANPR management platform, Zenith ANPR provides a comprehensive, end-to-end solution that encompasses every aspect of vehicle recognition and tracking, together with advanced reporting, retrieval, and analytical capabilities.

With integration into multiple government back-end ANPR databases in the Middle East, and the ability to complete further integrations as required using our in-house development team, Zenith is able to meet all of your ANPR requirements.



- Fixed and Mobile applications.
- Support of international licence / number plate formats, including full GCC licence plate support.
- Certified by Dubai Police Protective Systems (DPS).
- Real-time database matching of vehicles, across fixed and mobile deployments.
- Use Zenith custom designed ANPR cameras or cameras from leading manufacturers providing full flexibility in deployment.
- Covert and Overt installations available.
- Full search and retrieval functionality.
- Advanced reporting functionality.

## ZENITH INTELLIGENT LIGHTBAR AND COVERT VEHICLE ANPR & SURVEILLANCE

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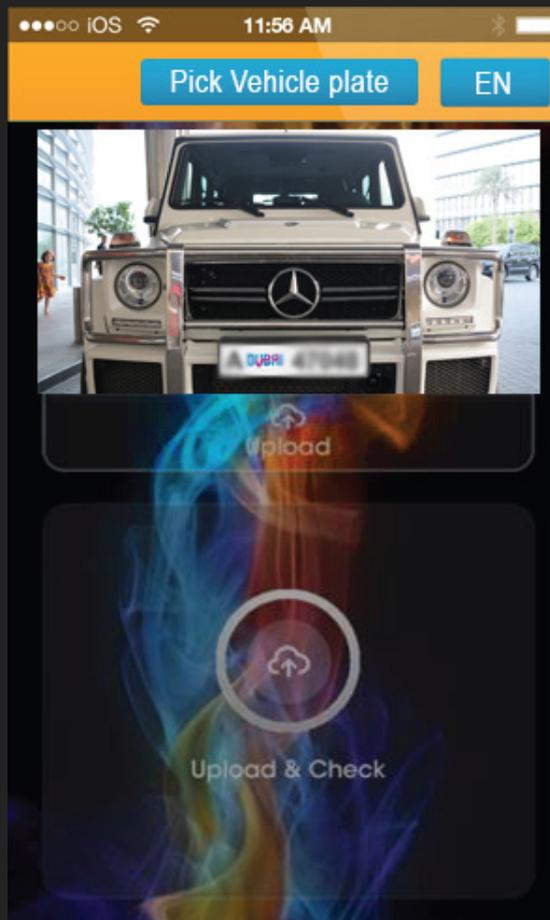
Zenith has developed the world first intelligent light bar, incorporating multiple ANPR and surveillance cameras to provide permanent 360-degree coverage around a vehicle whilst also incorporating 360-degree HD video surveillance. Developed in conjunction with the Dubai Police, one of the world's most respected police departments, the Zenith Intelligent Lightbar provides modern law enforcement agencies with the ability to identify wanted vehicles across an entire fleet of police patrol cars whilst maintaining a discreet design.

Whether in-vehicle or covert installations are required, Zenith's solution provides total ANPR coverage ensuring highest levels of accuracy, combined with the requirements of an under-cover deployment.

## ZENITH FIXED ANPR SOLUTION

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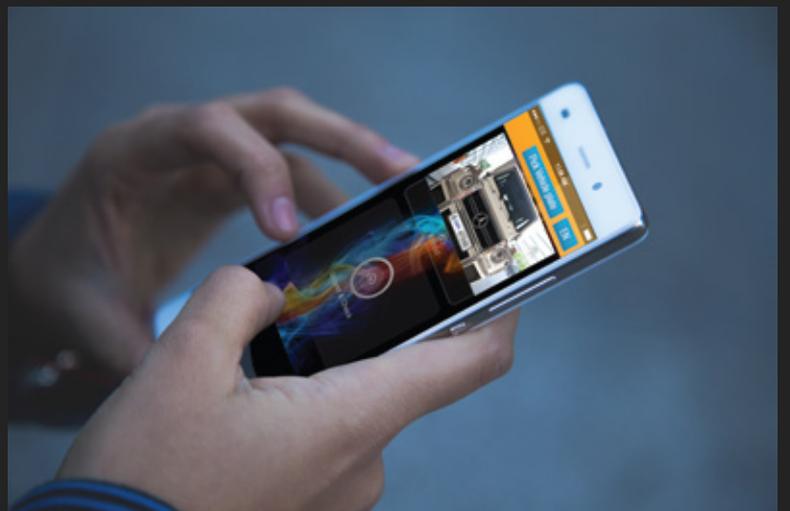
Zenith Fixed ANPR Technology can easily identify and track vehicles through various implementations, ranging from road-side or over-road systems covering multiple lanes to access control or parking management. Zenith fixed ANPR is used at fixed locations sites where vehicles will pass-by and plate numbers are captured and analysed, and are sent to a central location for integration into larger ANPR systems, or otherwise processed at the site for access control or parking management.



## ZENITH SMART PHONE ANPR APP

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Zenith's Mobile ANPR App is tailor made to meet law enforcement and traffic and parking management requirements. The Zenith Smart Phone App puts the power of the Zenith ANPR system into the hands of personnel on the streets; enabling real-time identification of wanted vehicles and the ability to capture plate numbers at the scene of an incident.



THE SUCCESS OF OUR COMPANY IS DERIVED FROM ENSURING THAT OUR PRINCIPLES ARE INGRAINED INTO OUR OPERATIONS AND STRATEGY.



### PARTNERSHIP

We view our relationships with customers and suppliers as partnerships. To develop an innovative and effective solution, our team invests time up-front to truly understand your organisation and your challenges. We then align ourselves closely to your needs and work accordingly.



### INNOVATION

Our customers require more than an out-of-the-box solution; they require innovation. Zenith partners with the best in class providers of technology solutions and combines these technologies with our own in-house engineering capacity.



### OPTIMISATION

We understand that your requirements change over time and that technology advances. Through commitment to excellence and our partnership approach, we aim to improve ourselves and the solutions we provide to our clients, continuously. If it can be done better, then we are probably working on it right now.



### SUPPORT

It is what we pride ourselves on, and something that we deeply understand. We support you and the solutions we provide technically and operationally. Set your expectations high, we deliver.



### INTEGRATION

No system stands alone. It is common for our large customers to have multiple existing technologies installed. We understand the importance and complexity of integration across multiple systems, and we deliver— it's what we do best.



### SCALABILITY

We understand Big Data and big systems. We design our solutions to be able to grow along with your requirements. Our technology partner's platforms have been tested in some of the largest security and surveillance applications in the world.



**Hewlett Packard  
Enterprise**



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