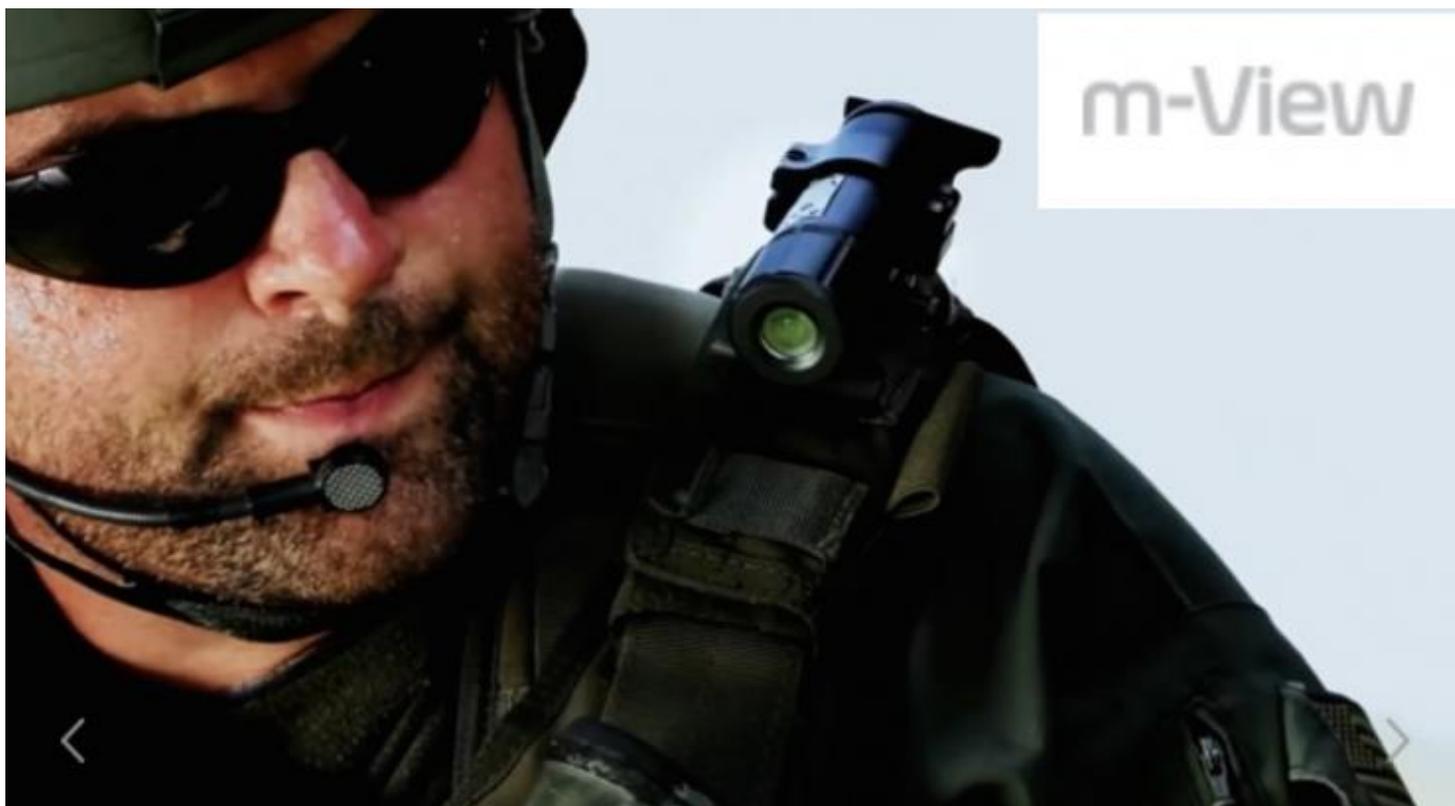


# Press Release

## **IT WIRE January 2015 - m-View Trials Live Video Streaming Body-Worn Cams**

**Aussie company m-View has secured distribution deal for the US 'Fire Cam' ruggedised wearable camera with trials for live video streaming and recording to police and emergency services**



m-View is an Australian mobile video streaming company which has 'signed an exclusive distribution agreement with US developer of ruggedised wearable cameras, Fire Cam, in a deal expected to fuel adoption of live video streaming and recording for front-line police and emergency services officers in Australia.'

Founded by the aptly named navy servicemen and fire fighter, Rob Schield, Fire Cam is a US-based supplier of ruggedised and fire-resistant worn cameras now being rapidly deployed by emergency and law enforcement agencies keen to integrate live video streaming for more responsive operations, evidence gathering and training of personnel.

The technology has only gained in appeal following the recent 'controversial events' in the US featuring police and fatalities, with m-View noting President Obama's declaration that 'more public funds should be allocated to expedite its deployment.'

Of course, with the US in an \$18 trillion dollar deficit hole, one wonders where the US will get the money from to turn every police officer into a live streaming camera beyond more debasing digital printing, but with m-View focusing on the Australian and New Zealand markets, that's not something which concerns m-View.

m-View has been around for a decade, with the company saying it 'quickly gained a reputation for developing intelligent software supporting the reliable transmission of live video across mobile networks, with a range of supporting solutions around the presentation of video data to enhance command and control and logistics operations.'

Its customers over the years include 'Australian emergency services, including the Queensland, NSW, Victorian and West Australian fire services, as well as several state law enforcement agencies'.

m-View's streaming software will 'form a central component of Fire Cam's recently announced OnCall Live Video System.'

The cloud-managed service or licensed server lets users 'stream live video, audio and GPS location data to a command post, dispatcher, or another team member enabling real-time situational awareness.'

As part of the deal, m-View has also delivered 'a secure chain of custody solution that meets the stringent requirements of law enforcement agencies.'

The company is now the 'exclusive A/NZ distributor of both Fire Cam's Fire Cam ruggedised and heat-resistant cameras - targeted at emergency services as well as industrial market segments - and the Police Cam cameras aimed at law enforcement.'

In NSW, Fire and Rescue 'will soon commence trials of m-View's video streaming solution and body-worn Fire Cam cameras in a bid to improve the responsiveness of field officers and command managers battling fires in the state.'

Graham Tait, NSW Fire and Rescue's operational communications systems officer notes his organisation has been an m-View customer 'for several years to gain better awareness of emergency situations - capabilities enhanced by the improved sophistication of mobile devices and applications'.

"We are looking to trial the use of body-worn cameras to further enhance this capability, and to provide our incident managers with live point of video directly from the firefighters," Tait said.

"The views available from both inside and outside an incident scene help to provide enhanced intelligence from the emergency event, and can assist in resolving the incident faster and more efficiently."

Wilson Security is also set to begin trials of the solution soon, in the hope of improving security outcomes for its clients as well as ensuing better safety for security officers.'

John McMellan, CEO of Wilson Security Asia Pacific said: "The ability of Wilson's on-site security officers to conduct live video streaming of events occurring within and around our clients' premises allows us to deliver better levels of responsiveness while giving us rich video data to inform ongoing strategic planning. "We look forward to working with m-View in harnessing this powerful new technology."

CSG MD, Julie-Ann Kerin said: "We are interested in exploring the real-time video streaming technology with our field service technicians, so that customers can gain rapid assistance from our experts.

"As CSG has a number of customers in regional Australia, we are hopeful that the technology could also support our customers by increasing their access to some of our most highly skilled technical specialists," Kerin added.

Matt Cameron, Global Partnership Manager and CTO at m-View said 'the partnership with Fire Cam brings together two companies with extensive expertise to deliver the next generation of wearable wireless cameras that stream live video.'

"There are many examples of wearable cameras that record to SD card, but with our live streaming solution we are changing the game by bringing a proven live capability - in a secure cloud or private managed service system - to a whole range of customers which have been crying out for such a solution," Cameron explained.

At one end of the system is the Wi-Fi Pro camera, which attaches to any shirt, vest or coat. Capable of recording in high-definition 1080p, the camera sees everything with its 150-degree wide angle lens.

The camera features both a powerful LED light and an infrared light for optimal night-time stealth.

m-View CEO, Andre Obradovic said: "We have built the software and the application that enable the wearable cameras to stream high quality video live. Our applications intelligently look at the network quality and ensure video streams are delivered with low latency and reliability, providing optimal situational awareness for front-line law enforcers and emergency responders.

"We also provide a flexible environment where the video is recorded in standard formats and we work with the customer to respond to their needs."

He added that m-View is planning a global release of new hardware and streaming solutions for January next year, while flagging the announcement of several new innovations to further empower officers in the field.

SOURCE: <http://www.itwire.com/business-it-news/business-technology/66638-video-m-view%E2%80%99s-trials-live-video-streaming-body-worn-cams>