

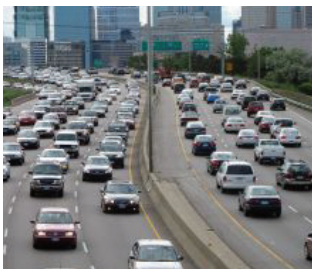


Motorola's Wireless Broadband Solutions Help Subang Jaya Keep an Eye Out for Crime and Traffic



Business Value

The video surveillance system offers real-time monitoring for traffic congestion and activity in crime-prone areas, out-of-the-way locations and specific neighbourhoods and intersections. Channeled to a command centre with multicast environment accessibility, local enforcement authorities such as the local district police have immediate access to the footage. This increases situational awareness and enables quick mobilization for traffic control and police response, maximizing public safety.



Based on wireless IP technology, Motorola Wireless Broadband also delivers financial benefits. Due to the fact that no digging, wiring or cabling is necessary, the council saved on costs for deployment. Operational and maintenance costs are also significantly reduced, with substantial savings resulting from eliminating the use of leased lines/cables.

Subang Jaya Municipal Council

Subang Jaya Municipal Council administrates the city of Subang Jaya, serving its population of 4.7 million over a coverage area of 7,956 km². Located in the state of Selangor, Subang Jaya is one of the country's fastest developing metropolises with ample healthcare, shopping, education, and transport amenities.



Rising crime and traffic congestion

The Subang Jaya constituency covers a wide area with neatly planned townships, commercial centres, colleges, schools, hospitals, hypermarkets, shopping malls and food courts. It is also well connected with roads and highways that lead into the Kuala Lumpur city and other parts of the country. In essence, Subang Jaya is self-sufficient with all the necessary amenities.

Two issues that are gripping the community are crime and traffic congestions. The influx of foreign workers in the area especially in the flats and apartments has been a cause for concern and crimes such as snatch thefts and break-ins are on the rise. A number of high-profile kidnapping cases also escalated the added need for security assurance.

* "I don't feel safe living here anymore. My kids cannot play in the park without supervision. Things were not so when I was growing up," said one resident in a local newspaper article.

† Due to the ample road and highway access points into the city, Subang Jaya's high volume of traffic has continued to rise in recent years. Hannah Yeoh, the constituency's assemblywoman stated that congestion does not originate from the township itself. Instead, it is generated by vehicles going into the township.

Despite the many access roads and flyovers that have been built to help ease congestion, residents continue to battle the daily traffic jams.

CUSTOMER PROFILE

Government

Subang Jaya Municipal Council

Industry

Public sector

Challenge

To curb rising crime activity and heavy traffic congestion, a comprehensive and integrated public security surveillance system was required. The system would require enough bandwidth for real-time intelligence, multiple party accessibility, and scalability options. This is to provide local district police quicker awareness for problem recognition, accelerating response times for safety and security issues.

Solution

The Motorola Wireless Broadband Point-to-Multipoint 100 Series was deployed and connects more than about 90 surveillance cameras and 10 mobile cameras over an area of 161.8km². Based on IP technology and a fibre backbone infrastructure, the system possesses sufficient bandwidth for real-time video streaming, channeled to a command centre with multicast environment accessibility. IP-based technology is compatible with existing analog or hybrid video surveillance systems, enabling the extension of the current network while also able to accommodate emerging technologies such as VoIP.

“We needed a comprehensive proposal for systems integration and high reliability of uptime on our cameras, Motorola’s security system reputation and proven track record fitted the bill as it was important to ensure that we can provide a fail-safe system”.

B K Tan, CEO of GTC Global Sdn Bhd

Critical Considerations

Pivotal considerations behind the selection of the system were reliability, cost effectiveness, and scalability. Video surveillance requires sufficient bandwidth capacity and uptime reliability for real-time viewing, operating 24/7 with round-the-clock support. “We needed a comprehensive proposal for systems integration and high reliability of uptime on our cameras,” said B K Tan, CEO of GTC Global Sdn Bhd (formerly known as Gapurna Technologies Sdn Bhd) , “Motorola’s security system reputation and proven track record fitted the bill as it was important to ensure that we can provide a fail-safe system”.

Successful Implementation

The system is the first large scale deployment of cameras with a central command center serving Subang Jaya Municipal Council in Malaysia by a local municipal council. Deployment was carried over an 18 month period in two stages. Determining accurate line-of-sight (LOS) and right equipment sizes and throughputs were duly considered.

Some 90 closed-circuit television (CCTV) wireless link cameras and 10 mobile wireless cameras were installed strategically at various hot spots like banks, petrol stations, traffic light junctions, pedestrian walkways, and

commercial centres to monitor human traffic and issues like parking.

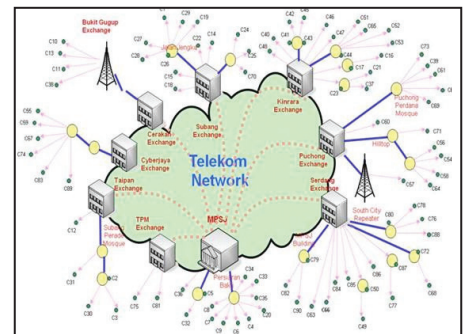
^ The CCTVs are connected via a Motorola Wireless Broadband Point-to-Multipoint network to the centralized command centre within the MPSJ building, where computer screens play real-time video footage and record the ‘live’ happenings at areas where the cameras are installed. Inside, enforcement officers utilise state-of-the-art technology, including a geographical information system (GIS) system that allows zooming in for a more detailed view of road addresses in housing and commercial areas.

^ The system also allows for playback and repeats if the officer happens to miss something, all whilst the recording is ongoing. There is about 28 Terabytes of hard disk space that can accommodate 30 days of video storage.

^ Across the municipality, Subang Jaya has 38 cameras, Kinrara has 9, Serdang has 27, and Seri Kembangan has 16.

Motorola Wireless Broadband: Maximizing Performance and ROI

After reviewing network options, GTC Global approved the installation of Motorola Wireless Broadband Solutions IP-based video surveillance networks which are purpose-built to deliver best-



of-breed video surveillance infrastructure, technology and solutions. Leveraging more than 80 years of wireless technology expertise, innovation and leadership, Motorola Wireless Broadband video surveillance solutions are easy to deploy and increase the power, efficiency and cost effectiveness of sight-based security systems.

“The decision was made based on several factors,” says B K Tan “Motorola presented a most comprehensive proposal at competitive prices. Plus, they had stronger customer support which is critical for such an operation. In maximizing returns, all current equipment is compatible with future technologies. Not having to overhaul the current network will result in substantial cost-savings as there are plans to expand to the other 11 state councils.”

Source:

*The Edge online, 3 March 2008

†New Straits Time online, 12 February 2009

^The Star, Metro, 14 January 2008



Motorola Electronics Pte Ltd

Motorola Innovation Centre - Level 7 12 Ang Mo Kio Street 64 Ang Mo Kio Industrial Park 3 Singapore 569088

www.motorola.com

MOTOROLA and the Stylized M Logo are trademark of Motorola, Inc. All other product or service names are property of their respective owners. ©2009 Motorola. All rights reserved.