

Police arrests 7 using Netpresenter digital signage

Innovative system broadcasts APBs on plasma screens, PDAs and PC screensavers



NEW YORK—Dutch Regional Police Service Groningen has implemented a new system to broadcast APBs via digital signage screens, PC screensavers and PDAs. The integrated system, provided by Netpresenter, resulted in seven arrests. Other police services using this solution include Liverpool's Merseyside Police and Toronto Police Service.

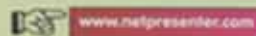


The system shows pictures, APB information and video material of wanted and missing persons on big screens in secured areas in police stations, on the intranet and on officers' PDAs 24 hours a day. With the latter, GPS is used to offer location specific information.

In the future, the system will also be showing APBs on PCs, as a screensaver or, with

urgent information, as a pop-up window. The system uses color codes so officers can immediately see what type of message it is and what priority it has.

Displaying APBs on large screens has proved its worth during a trial period with only seven screens. Seven suspects were recognized and detained thanks to the new Netpresenter-system. "The strength of the solution is recurrence of the message," claims Roland Hiemstra, project leader digital media at Regional Police Service Groningen. "Faces and names of suspects are remembered better because the officers see the information multiple times. Officers often tell me they were able to make an arrest because they recognized a face or name from Netpresenter."



www.netpresenter.com

"The idea for the new system came from within the organization. The police [run] a very information intensive organization. Many detectives were struggling with the overload of information from intranet, briefings and e-mail. Because important information such as APBs was sometimes overlooked, the police service searched for a system to get the right information to the right people at the right time. To see our software does just that, is great," said Frank Hoen, CEO of Netpresenter. "Other services, from all over the world, are now also looking into combining plasma screens, PC-monitors, intranet, PDAs and in-car-systems. It has just proved to be the best solution for tailor-made communication to a specific audience."



With the system, Regional Police Service Groningen follows in the footsteps of police services worldwide using Netpresenter for their internal communications, including Liverpool's Merseyside Police and Toronto Police Service. In Toronto, Netpresenter is used to broadcast internal information, including information on terrorist threats and missing children to all PC and in-car workstations. Regional Police Service Groningen however, is one of the first police services worldwide optimizing the internal communication of APBs by using the right mix of push and pull technology—24 hours a day, seven days a week. And it does so successfully. Research shows 85% of the officers appreciate the system; 60% would feel less informed without the system.

"With Netpresenter we can reuse the same information for different channels without adding to the work. The system leads to significant time and cost savings and can easily be linked to other systems. Another benefit—anyone that can use e-mail can work with this system; it is that easy," Hiemstra said. ■

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Regional Police Service Groningen