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## **PHOENIX PD TACKLE NFL CHAMPIOSHIP CHALLENGE WITH SONY IPELA® NETWORK CAMERAS**

*Effective, Efficient Security with RZ50N PTZ Robotic Cameras On the Beat*

**PHOENIX, AZ, February 03, 2008** – The Phoenix Police Department tackled the task of keeping residents and visitors safe while the city hosted the NFL’s Championship Game with the aid of Sony IPELA® IP-based wireless security cameras. A network of 40 SNC-RZ50N PTZ cameras situated strategically throughout the downtown area delivered real-time intelligence for the pre-and post game festivities. An additional four rapid deployment units featuring the same IPELA® cameras were moved as needed to provide additional support for the many events surrounding the game.

“The Sony SNC-RZ50N cameras are the workhorse of the wireless video security industry and gave the Phoenix PD what they needed to stay on top of what was a very challenging assignment,” said Ben Green, (title) of IP Vision, an Arizona-based enterprise security solutions vendor selected by the Phoenix PD for the Championship installation. “The information these cameras delivered allowed police to respond immediately to situations instead of having to expend precious resources sending officers to check out possible situations.”

### ***Getting Set for Game Time***

With the eyes of the world and some 200,000 visitors coming to town for the NFL’s premier event, plans for addressing the heightened security risks and crowd management issues were drawn up and put into play months before game time. A core strategy was

deploying a new IP-based wireless security technology to remotely scout out potential problems and to maximize police resources.

The Phoenix PD understood the utility of such systems after a previous deployment of wireless video security to address a crime spree. Traditional methods were simply not practical, and gaining a great increase in street intelligence required a fresh approach. IP-based video security offered the answer. New technologies including broadband “mesh” networks offered a way to place cameras where needed and not just where coax cable could reach. This project demonstrated the utility of the technology and provided the Phoenix PD hands-on experience using it. In use, the major challenge with the system turned out to be the harsh summer heat. Typical cameras can fail under local conditions where temperatures can soar to 120 degrees in the summer.

“When we began talks with the Phoenix PD about the NFL Championship project, they wanted to know what cameras we recommended. We shared our ongoing success working with Sony’s products in this climate. These have proven to be robust and reliable with over three years of torture testing in the Arizona sun,” said Green.

Design work on the system began in October. One of the challenges for IP Vision was determining the best locations and then fabricating the proper fixtures for mounting the cameras and enclosures. The system went “live” three weeks before the game, providing officers ample opportunity to learn their new “virtual beats” around the downtown including the NFL headquarters as well as key venues scheduled for various celebrity events. By the time the festivities got underway, the team of four officers at the IP Video command center had an intimate connection with their territory much as they

might as part of a foot patrol. The difference here is that with the Sony cameras, they are able to cover far greater ground.

### ***Going from Defense to Offense***

As the crowds flooded into town, the system allowed officers to deliver an effective, efficient presence. Under such circumstances, traditional patrol methods are primarily reactive. There is a constant risk that potentially volatile situations will escalate before officers are even aware of what is happening. Here, the Sony cameras took the Phoenix PD from this defensive stance and put them on the offence instead. Fed with the real-time visual information, officers in the command center were able to allocate resources quickly and effectively. There were no major incidents, in large part due to their ability to dispatch patrols that could intervene before a situation arose. Much of this focused on traffic tie-ups around events as well as crowd congestion. As soon as such flare-ups occurred, police were fast on the scene to smooth out the rough edges on what was a success from start to finish.

Now, the Phoenix PD is in the process of making the NFL installation permanent as well as adding additional capabilities. Soon, it is expected that the video patrol will play a role as important as patrol cars.

“More and more departments are discovering the power of wireless video security. While the technology marks a fundamental change from the old CCTV security, one thing remains consistent. Sony’s SNC-RZ50N is an instant classic, the industry standard that has proven itself from day one,” said Green.

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