

# BrandNews

Networking with Brand Communications



Issue 5

## Northamptonshire Police and Brand Communications Combat Vehicle Crime With Real-Time Automatic Number Plate Recognition (ANPR)



Everybody pays the price of vehicle crime, if not as a victim then through higher insurance premiums. Throughout the UK, the cost of vehicle crime is estimated to be more than £3 billion a year. So with a car being stolen every 64 seconds on average throughout Britain, Northamptonshire Police has embarked on a groundbreaking new stolen vehicle management project using Brand's technology to combat this growing problem.

Northamptonshire Police has already established various hot spots throughout the county where stolen cars are prone to pass through. By positioning police patrol cars in these areas they are able to use on-board cameras to capture the number plates of vehicles passing the patrol vehicle.

Currently the number plates are checked for matches of stolen and wanted vehicles against data stored on an extraction file that is downloaded on a daily basis and installed in each patrol car. Unfortunately, because each 'hit' could be up to 24 hours old, ratification is required with the Police National Computer (PNC). This entails a GSM call being placed to the PNC to confirm that the details are still current. Northamptonshire Police is finding this system to be slow and inefficient.

The main goal of the project is to communicate quickly and effectively with real-time data held on the PNC. Northamptonshire Police enlisted the help of Brand Communications to achieve this real-time environment. Using Brand's VPN and encryption technology they will be able to deliver the project securely over the latest GPRS networks for fast, immediate and efficient data transmission, and with the capability to instantly switch to Airwave (Tetra) if appropriate, when it becomes available. The Brand system can automatically fall back to switched circuit data should the GPRS network become congested.

Patrol Cars will soon be able to transmit the captured number plate data back to a continuously updated database held on the PNC. This will instantly determine if the vehicle is stolen or wanted. If a vehicle match is identified then an alert will be sent back to the patrol vehicle to enable Officers to pursue it immediately whilst they can still see it – the test times taken for the data to be sent and an alert to be sent back is an amazing 1½ seconds!

By using this technology it will give the officers the ability to deal with the stolen/wanted vehicle before it leaves the county or ends up destroyed in a local lay by, and will significantly improve the vehicle recovery success rate.

Northamptonshire Police's solution consists of an 'Apollo Anywhere Server' which includes the Apollo VPN server and switch circuit fall back, together with high compression and session management at the communications hub, and the Apollo Emulator software for each patrol vehicle. The Brand solution will be delivered over the O2 UK GPRS service and will allow Northamptonshire Police to access information and transmit information immediately and efficiently.

"It was imperative that we selected a solution that delivered reliable real time technology," explains Dennis Kilby, Project Officer, Northamptonshire Police. "The Brand solution offers us all the functionality and capabilities that we require to fulfil this exciting project and supports our needs today and in the future."

Northamptonshire Police will be the first Force in the UK to use GPRS for this type of project.

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# Citrix and Brand Communications To Deliver Enhanced Wireless Data on GSM, GPRS and 802.11b



Citrix and Brand Communications have joined together for a major new alliance that will deliver resilient, secure, fast and cheaper wireless data connections for mobile users. This alliance will allow

both companies to build upon their strengths in wireless data, particularly in the corporate and network operator marketplace.

In combination with Citrix® MetaFrame® and NFuse™ business access software, Brand's Apollo 'Anywhere' software allows enterprise mobile users to maintain true 'always-on' access to applications. Brand makes this possible by transparently integrating the LAN environment with wireless WAN environments, enabling seamless roaming across wireless 802.11b local area networks and GPRS or GSM networks.

Brand's Apollo 'Anywhere' uses a significant compression algorithm that optimises the connection in terms of throughput, delivering up to 25:1 compression for html, 8:1 for word and email documents and on average 3:1 for Citrix ICA client traffic. Enhanced security techniques allow identical security policies deployed on an enterprise LAN to be applied to any mobile/remote user. Apollo uses a highly encrypted VPN for heightened security. With the ability for 'push' traffic to terminate on the client software, it also allows users to 'kick off' back office processes and then be notified on completion of the task. Compatibility with almost all data devices and networks results in a future-proofed investment for the customer, allowing access to all IP-based network applications from the office, home or in the field.

"Enterprise mobile users increasingly need access to critical data and services in a variety of different geographies and networking environments," said Roger Baskerville, Director, Embedded Systems, EMEA, Citrix Systems. "Citrix already provides over 70% of FT 500 companies with access to the virtual workplace. Brand



Communications adds real value for enterprises that need to provide their mobile knowledge workers with 'always-on' decision making power, no matter how unreliable the wireless network coverage."

Martin Kendrick, Managing Director of Brand, comments "Brand has achieved a clear lead in the mobile data infrastructure market supplying session management products to many of the GSM and Satellite network operators for both LAN and mobile internet solutions. Our solution is the product of choice for many corporate organisations now taking advantage of the benefits that real time information delivers. This new alliance with Citrix strengthens our position further and enables us to support a wider range of 'off the shelf' solutions. Many customers have thin client applications that with session management, they can now afford to implement. We are pleased at how quickly the combined solution has taken off, and at the sheer number of opportunities already emerging. This can only be good news for the industry as a whole because it shows just how easily mobile data solutions can be adopted.

## Brand Continues it's Success in the Utilities Markets

In September 2001, Bournemouth & West Hampshire Water Plc selected Brand Communications as an essential element of a mobile data solution, to provide their remote workforce with wireless communications.

Bournemouth Water chose Brand's award winning Apollo software so it could seamlessly extend it's LAN environment to the mobile worker by using the unique combination of session management (spoofing), resilient call recovery, security and compression. By using the Apollo solution it will help increase the number of tasks undertaken daily by its mobile workforce, enhance customer

response and service, and reduce operational costs.

Andy Shorey, Corporate Systems Manager at Bournemouth and West Hampshire Water explains "It's a unique solution which will assist asset inspectors and repair and maintenance teams to work faster, smarter and more effectively and we hope to expand the service to include other groups within Bournemouth and Hampshire Water in the near future."

The Brand solution is supporting Bournemouth Water in providing a reliable and cost effective mobile data solution enabling Bournemouth's remote workers access to critical data at all times, wherever their location.

# Digifone (mm02) selects Brand's Apollo 'Anywhere' to Support Reliable GPRS Applications



On 21st January 2002, Digifone, Ireland's most successful network operator (now part of the new international wireless group mm02), launched their new GPRS service to corporates and end-users. Digifone has installed Brand's Apollo 'Anywhere' solution within its corporate GPRS network.

Brand's Apollo 'Anywhere' delivers many advantages to using mobile data over GPRS.

Digifone's new GPRS (General Packet Radio Service) network had been designed to offer faster speeds with an always connected and always online solution. Brand's Apollo 'Anywhere' GPRS Solution was selected to improve Digifone's corporate customers' usability and speed of connection when connecting to their intranet or corporate application software. Digifone supports many corporate accounts and needed to support these corporates in providing the grade of data service that they will need to run their corporate applications over the mobile network.

Apollo 'Anywhere' servers have been deployed within Digifone's network and each Digifone GPRS subscriber is offered the Apollo 'Anywhere' client software to access the Digifone network and an onwards connection to their corporate LAN.

Apollo 'Anywhere' is an innovative mobile data client / server solution from Brand Communications. It speeds up, reduces the cost and offers improved reliability for anyone using mobile data over GPRS. It has been designed especially for the needs of the mobile user and requires no change to the corporate application environment. As reliability is paramount in mobile data communications, Brand's unique application recovery protocol automatically recovers any lost or broken calls and establishes the session transparently to the user. This ensures no re-logging on and Brand re-establishes the whole session seamlessly and continues to send the information from exactly where it left off.

Apollo 'Anywhere' also gives mobile users access to all IP applications, not only email and the internet, but also any corporate LAN application such as job scheduling, emergency information and industry specific applications. Apollo 'Anywhere' improves the performance of IP by compressing the data first before applying VPN, which significantly improves throughput. This offers significant savings in time, due to faster throughput and greater reliability.

Session Management (spoofing) is another key feature of Apollo 'Anywhere'. As GPRS is a packet-based solution, it is important to minimise traffic especially keep-alive and rip traffic. Brand's session management selects only true data packets, improves data transmission, and ensures the user only pays for packets containing user data.

Using the VPN functionality within Brand's Apollo 'Anywhere' you also strengthen the security of your data, which could be a serious risk when using GPRS. Apollo 'Anywhere' uses a high level of authentication using Blowfish encryption for secure access. It also allows organisations to keep their existing security policies, which may include such security measures as SecurID.

'Digifone has always been committed to offering our customer base a state-of-the art GSM network which guarantees superior service' said Colin Coffey, Product Development Project Manager, Digifone. 'With this new GPRS deployment, Digifone will be able to provide the power and speed to make our wireless data services the best in Ireland.'

For more information on Apollo 'Anywhere' and how it can help your business, please call the sales team at Brand on +44 (0)1480 442100

## Brand Joins the US Based Mobile Wireless Internet Forum

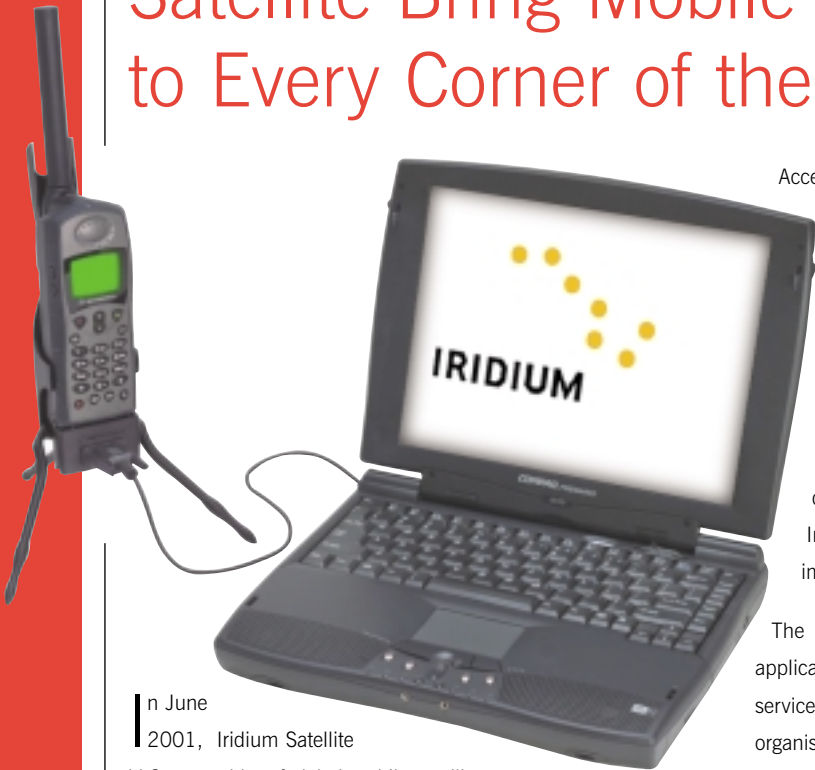
Demonstrating Brand's dedication to developing standardised solutions for the wireless market and promotion on the uptake of mobile data solutions, the decision was taken to join the Mobile Wireless Internet Forum (MWIF).

The Mobile Wireless Internet Forum was created back in February 2000 to aid the establishment of a single open mobile wireless architecture that enables seamless integration of mobile telephony and internet based services (voice, data, video, web, etc.) meeting the needs of network operators and internet service providers and is independent of the wireless access technology.

By being a member of the MWIF Brand are continuing to work towards inclusive mobile and internet solutions as we move towards global standards including 3G and beyond.



# Brand Communications Helps Iridium Satellite Bring Mobile Data Solutions to Every Corner of the Planet



In June 2001, Iridium Satellite

LLC, a provider of global mobile satellite voice and data solutions with complete satellite coverage of the earth, introduced a new data solution to their service called 'Direct Internet Data Service' using Brand's 'Apollo' solution to provide unique data services worldwide.

Iridium's new data solution offers Iridium customers the ability to send and receive e-mails, data files and to gain access to the Internet from any part of the globe using Iridium's low-earth orbiting satellite network. Brand has installed its Access Servers in Iridium gateways around the world including the US government gateway in Hawaii.

Iridium chose Brand's award winning Apollo mobile data solution, particularly the Apollo 'Anywhere' and Apollo Access Server, which have been deployed as the core for the new Iridium Satellite data network. The Apollo servers handle the entire Direct Internet Service data traffic globally on the Iridium network, delivering enhanced connectivity, ensuring users can execute accelerated file transfers, browse the Internet and exchange e-mail. Using this service, users connect directly to the Internet, using the Iridium phone as a data modem and the Apollo Emulator software that is loaded on their remote access computer. Iridium Satellite's data services normally use a computer connected to the Iridium handset by way of a specialized data kit that provides the cable, connector, handset stand and Brand Apollo 'Anywhere' software. The kit is available from the Iridium service providers.

The use of Brand's compression has meant that the data bearer pipe can be lifted from 2.4K to a performance level of nearly 30K for word documents and email. The Apollo 'Anywhere' and Apollo

Access Server have always delivered the ultimate in VPN security, performance and flexibility and is now rapidly becoming the product of choice within the UK and US Utility, Telco, Financial Services and Corporate markets.

Iridium Direct Internet Data Services offers faster connection times, improved throughput and many other Apollo features. Apollo 'Anywhere' assists users in managing their airtime use by seamlessly connecting and disconnecting them as they use the data applications via the Iridium system. This feature reduces airtime charges, and improves the phone's battery life.

The Iridium data service is ideally suited for all industrial applications such as maritime, aviation, military, emergency services, oil, gas, mining, construction, forestry, non-governmental organisations / relief and yachting / leisure.

"Iridium is absolutely dedicated to continued system enhancements bringing innovative services to these vertical markets," said Mark Adams, Iridium's Chief Technology Officer. "In bringing data services using Brand's technology to the satellite market, we are opening a whole new world of opportunities and capabilities to customers that have a strong need to stay connected in remote areas where terrestrial networks are unavailable."

By offering this service Iridium and Brand Communications can provide reliable internet connectivity where no data and internet alternatives exist, terrestrial or otherwise – it has even been used for a South Pole Rescue!



## Contact details

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