

All in One Security and Entertainment Solution for Taxis in Colombia



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Dangerous Fares

Armed robberies, brutal beatings, and murders are three crimes a city never wants its taxi cabs to be associated with, but unfortunately for the Mayor of Bogota, Samuel Moreno Rojas, these transgressions became all too prevalent during his tenure. As the murder rate for taxi drivers and the number of armed robberies and beatings of tourists increased, Moreno knew that a solution had to be found. Safety issues grew so high that the United States' government issued a travel advisor to all citizens traveling within Bogota not to take taxis hailed on the streets.¹ With the situation growing dire, Moreno needed to take a step to combat the declining image of his city and protect the safety of his constituents.

Criminals Beware

The City of Bogota decided that the best option for monitoring crimes committed in taxis would be to install mobile video surveillance systems into vehicles. With political backing from local municipal authorities, the largest taxi company in Bogota chose to pilot SerVision's CVG-M system in a select group of taxi cabs. The CVG-M is a compact and highly cost-effective 2 channel mobile DVR

which is optimized to stream high quality video, audio and GPS data over cellular networks at a very low bit rate. It is a perfect solution for taxi companies that want live video and audio connectivity with their drivers and passengers. Moreno stated "This initiative will allow us not just to improve the conditions in security matters for the people utilizing this system, but it is also part of a larger project in a range of different sectors that will help improve security measures throughout the city of Bogota."

SerVision's solution was chosen because of its live video streaming capabilities over cellular infrastructure and because it utilized special video compression technology that enabled live video connectivity with vehicles operating in remote locations with poor cellular coverage. The CVG-M's ability to transmit video from a 2.5G environment meant that the project could extend to peripheral areas of travel where competing solutions were not able to successfully transmit data. This meant that drivers could be freely monitored by authorities, even when driving in remotely-located, high risk areas of the city.

The solution imagined in Bogota required more than just surveillance though. In order to prevent crimes from



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happening, authorities needed real-time notifications and alerts to threatening situations. SerVision utilized a dry contact on the CVG-M to install a panic button in each of the pilot vehicles. The purpose of the panic button was to enable drivers to immediately alert authorities to potential attacks. The CVG-M's built-in GPS module and geo-fencing features provided authorities with the exact location of all vehicles in the fleet and real time notifications when the vehicles crossed into dangerous areas. Additionally, through the built-in relay on the CVG-M, authorities had the ability to remotely shut down a car-jacked vehicle.

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With any municipal project, funding is always a question. To further incentivize the installation of CVG-M's, a new feature was introduced allowing for advertisements to be shown on a monitor in the backseat of the vehicle. The

advertising content could be remotely downloaded onto the individual CVG-M units via the system's integrated 3G module. The content was stored on an internal flash chip and played back on the customer's screen. Offering a platform for advertising revenue, on top of the live video, audio and GPS features supported by the CVG-M, sparked interest among other private media companies to help finance the initiative and to facilitate widespread deployment of the project throughout Bogota and Colombia.

Crisis Calmed

Moreno declared the pilot project a huge success, as the CVG-M units installed in the taxis exceeded the expectations of the police and the city. Positive reviews were given by the drivers who felt much more comfortable with their safety, and passengers who also enjoyed greater security and some backseat commercial entertainment during their fare. A large media company, with support from both the city of Bogota and the taxi company, is now exploring a commercial agreement that will lead to the mass deployment of CVG-M systems in all taxi cabs throughout Colombia.

CVG-M

The CVG-M is the perfect remote video surveillance solution for cars, vans and trucks, as well as remotely located sites allowing users to view live video from any moving platform or location on their handset, PDA or laptop anytime, anywhere. The CVG-M has support for two camera inputs, and uses special compression to transmit and record high quality live video using an internal 3G GSM module. The unit has a removable SD card (4-64 GB) for local recording, as well as built-in GPS for fleet tracking and bi-directional audio for two way communication between on and off-site personnel. It also has one sensor and activator for expanded event detection and handling.

