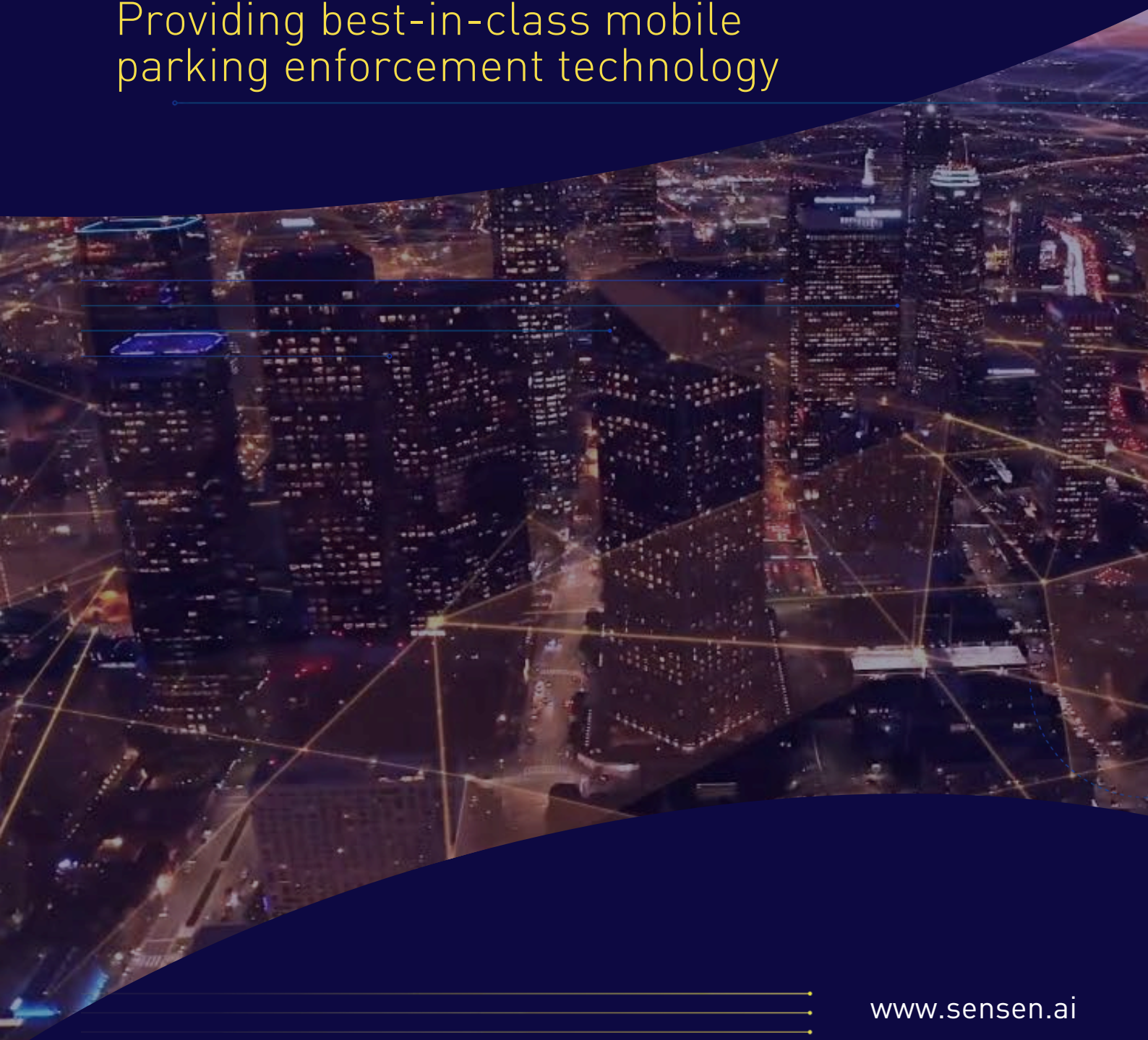# SenFORCE

Providing best-in-class mobile
parking enforcement technology

Ensuring vehicle adhere to parking rules in a certain area requires a number of checks. Do they have a permit? Has the car been parked illegally or for too long? Collecting evidence. The list goes on…

… It can be tense and challenging to deal with aggressive individuals and keep up with changing zone regulations for an individual vehicle in varying weather conditions. A Mobile LPR system validates the compliance and alerts you when you need to take action.

Evidence package

Automate collection of high-resolution images and video footage, tagged with the precise date and time, GPS location with contextual information such as the type of violation and relevant signage ensuring accurate and reliable documentation.

Go beyond LPR

Scan license plates, hotlist detection and validate parking rules within seconds. Officers can benefit from real-time alerts for vehicles that are stolen, have expired registrations, or are otherwise of interest, enabling a more proactive enforcement process.

Actionable insights

Missed vehicles equals to lost revenue. Equip your team with license plate recognition detection data to identify vehicle, see how long it's been there and associated video heightens security, add unmatched layer of efficiency, and speeds up investigations for faster resolution.

About SENSEN

Australian Live Awareness platform SenSen (ASX:SNS) is the Internet of Everything's leading innovator in smart urban management solutions, SenSen leads the way in AI technology with the pioneering Live Awareness AI Platform.

This revolutionary system analyses data from cameras and sensors in real-world spaces, seamlessly integrating it with contextually significant digital enterprise data for a safer and more efficient global landscape.

SenSen is already improving road and personal safety - and enhancing quality of life - for prominent cities like Chicago, Las Vegas, Vancouver, Calgary, Adelaide, Brisbane and international transport agencies in NSW, QLD, Singapore, Victoria - as well as saving major brands including BP, Chevron, Mobil and Woolworths millions of dollars every year.

Yet, the company says, this is just the beginning.

Assurance, Cyber Security, Privacy Governance

Field Hardware Design and Engineering

System Integration Capability

Object Tracking, Deep Learning, Computer Vision

Cloud Data Analytics Platform

CTO Advisory

Key Metrics

85+
Mobile Enforcement Vehicles

$50M+
Infringement revenue last year (in AUD)

1500+
City Bylaws Enforced

5M+
Vehicles Scanned Monthly

To schedule a live demo, contact us at sales@sensen.ai

Key Benefits

Increase in Revenue
Verifiable evidence package prompts offenders pay promptly reducing debt recovery efforts.

Improved Officer Safety
Mobile enforcement eliminates physical confrontations and improves well-being of officers.

Faster Patrolling
Officers cover parking hotspots upto 10X faster without any breakdown or fatigue.

We commit to delivering high-quality products and services that meet or exceed customer expectations.

Our team is dedicated to meets all deadlines and provide prompt support to address any issues ensuring minimal downtime.

Holistic approach cuts across many organisational silos, reducing cost and complexity for our customers.

Company Milestones

16+
Years of experience

100+
Clients using our solutions

90%
Client retention rate

85
Net promoter score (NPS)

SENSEN'S SOLUTIONS FOR ANPR NETWORK

STAY IN THE KNOW
AS YOU DRIVE

OUR SOLUTION KEEPS YOU INFORMED AT ALL TIMES WITH REAL-TIME ALERTS, VOICE COMMAND, AUTOMATIC ZONE SELECTION, AND DISTRACTION-FREE DESIGN.

The mobile enforcement solution uses multi-camera multi-sensor system that automatically recognises and enforces rules in complex zones to detect vehicles out of compliance with local ordinance enabling parking officers to enforce the infraction on-spot or send ticket by mail.

Our solution collects a range of additional data, including licence plates, context images that show if the vehicle is occupied, as well as a clear image of the vehicle's valve stems. Our solution can provide the GPS location of the detected vehicle, and specify which business rule the vehicle is in violation of without any input from the operator.

Remote Compliance made simpler with Live awareness

One stop solution supporting a spectrum of enforcement needs of the cities

1

On street paid parking violation detection and ticketing.

2

Off street paid parking violation detection and ticketing.

3

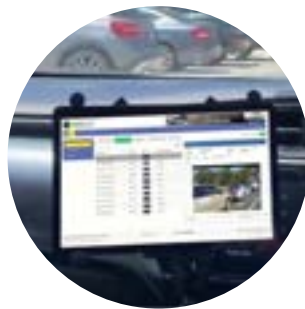Time restricted violation detection and ticketing.

Key Components

HARDWARE
available as a vehicle mounted kit

Ready to mount kit having high accuracy GPS with RTK corrections.

High-res cameras that can operate in day/night and edge processing unit with internet connectivity.

SOFTWARE
on vehicle software module

In-house mobile ANPR with patented GPS estimation technology.

Automated violation detection of bylaws and integration with cloud hosted back office (SenBOS)
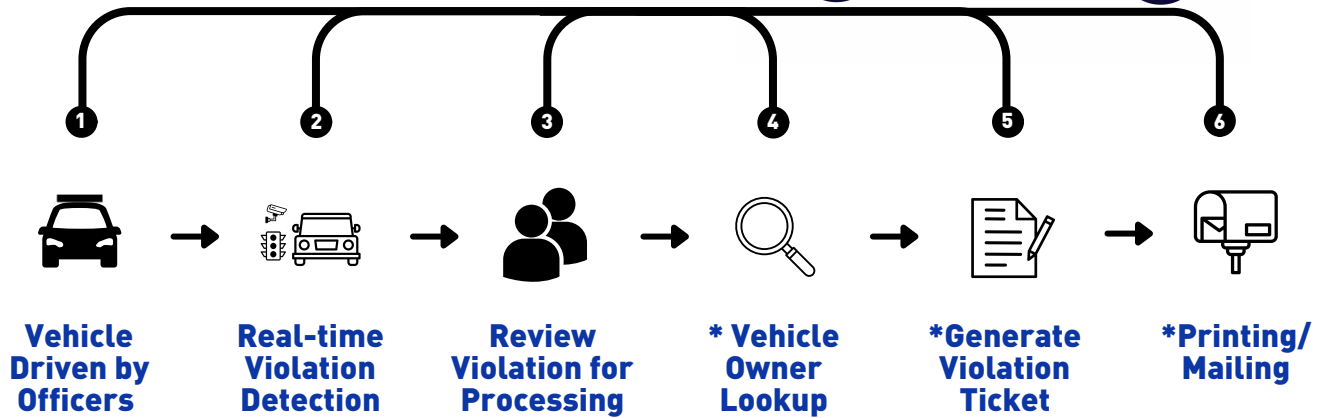

SenBOS
back-office software

Relational database for central management and APIs to receive/send data from on-field devices.

Business rules engine and web application for review and processing of violations

SenFORCE

VIOLATION LIFE CYCLE

1	2	3	4	5	6
Vehicle Driven by Officers	**Real-time Violation Detection**	**Review Violation for Processing**	***Vehicle Owner Lookup**	***Generate Violation Ticket**	***Printing/ Mailing**

1 Capture the on-street parked vehicle data such as licence plate, timestamp, associate with zone/location, parking officer id, vehicle images, synchronized driver view images

2 Vehicles are detected by the cameras to identify violations and if needed, referenced against Scofflaw/boot list/hotlist. Alerts are sent to in-vehicle dashboard the moment a violation is detected.

3 System allows officers to correct violations details including selecting images to go on ticket, videos, notes, vehicle information, GPS and automatic masking of humans and non-infringing number plates.

4 Get export file with LPN to get address details from relevant authority and upload the import file with vehicle owner address to SenBOS

5 Verify violation evidence (images, violation type, location etc), vehicle details (make, model, color, type) as per registered database and owner postal address

6 Download tickets as PDF for direct print and post, export to third party print and post houses or to infringement life cycle management systems (MIS)

* For NSW Customers, Step 4-6 are handled by Revenue NSW

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sensen.ai
the Live Awareness platform

Learn more at sensen.ai

sales@sensen.ai   (+61) 3 9417 5368

SNS 123

SenFORCE

INFRINGEMENT TICKET

INFRINGEMENT NOTICE
State Penalties Enforcement Act 1999

Transport Operations (Road Use Management) Act 1995

Date of Notice: 09 July 2024

INFRINGEMENT NUMBER	40101022
VEHICLE NUMBER	
AMOUNT DUE	$322.00
DUE DATE	06 August 2024

→ Vehicle Owner Postal Address, Infringement PIN, Issue date

This infringement notice has been issued to you as your vehicle has been observed committing an alleged parking infringement. In accordance with Section 13 of the State Penalties Enforcement Act 1999 which states that if the infringement notice offence involves a vehicle it may be served under Section 14(2) of the State Penalties Enforcement Act 1999 where by, a parking infringement may be served by post, addressed to the owner - at the latest address of the owner in the register of vehicles kept under a registration Act.

As this notice is addressed to you as the registered "owner" you are responsible for this infringement. If payment is not received by the due date on this notice, and proceedings are brought before the Magistrates Court, the person on whom the notice is served is entitled to defend such proceedings.

NOTE: Failure to pay the infringement penalty by the due date may result in the matter being passed to the State Penalties Enforcement Registry (SPER) and further enforcement action being taken. Once passed to SPER additional costs will be incurred.

Please refer to payment methods listed below or alternatively see over for further options available to you.

Infringement Details

OFFENCE: Stop contrary to official traffic sign taxi zone
LOCATION: KING STREET,BOWEN HILLS
TIME: 03:49 PM   PENALTY: $322.00
VEHICLE NUMBER: STATE: QLD
MODEL: TUCSON

OFFENCE DATE: 08 July 2024
OFFICER ID:
MAKE: HYUNDAI

→ Violation and penalty details with registered state on-field parking ranger badge code

Images are provided as a courtesy only. Images of a higher resolution are used to substantiate the offence.

Contact us: 1300 012 747   (07) 3041 6021   GPO Box 589 Brisbane QLD 4001

→ Violation evidence images watermarked with timestamp and location

HOW TO PAY

Online at brisbane.qld.gov.au
By phone (MasterCard or Visa) on 1300 012 747
By post with cheque or money order to GPO Box 589, Brisbane QLD 4001. Do not send CASH through the mail.
In person at Australia Post
By BPAY®. Biller Code: 325159. Ref: 8233840101022035583
Telephone and Internet banking - BPAY: Contact your bank or financial institution to make this payment from your cheque, savings, debit, credit card or transaction account. Payment must be for the exact amount and must be made by the due date.
More Info: www.bpay.com.au. BPAY® Registered to BPAY Pty Ltd ABN 69 079 137 518

Brisbane City Council   ABN 72 002 765 795

INFRINGEMENT NUMBER	40101022
AMOUNT DUE	$322.00
DUE DATE	06 August 2024

POSTbillpay

*4017 40101022 $322.00 4

→ Payment options and payment confirmation slip

SenBOS

CENTRAL BACKOFFICE KEY CAPABILITIES

SenBOS is the back office that integrates all data from connected devices into an easy to use platform.

Review interfaces provides options to accept the right data towards infringement ticket issuance.

Reports offering advanced analytical tools to further enhance the control of city policies.

Dashboards that gives instant insight in operational control.

✓ BI Data Analytics and Insights	✓ Reporting and Dashboards	✓ Data Retention Control and Archiving
✓ Data Sovereignty Regulations	✓ IT Security Audit Compliance	✓ Parking Business Rules Management
✓ GIS Zones Management	✓ Automatic Privacy Masking	✓ Handle Court Appeals
✓ Central Database - GIS Zones, Violations	✓ Interoperability with existing systems	

End-to-End Management

By integrating parking, enforcement and ticketing, SenSen's Live Awareness platform brings together the complexities of modern parking management into one view to help cities and operators adapt to emerging technologies and evolving trends improving decision-making and efficiencies.

Partnering with SenSen offers a centralised platform capable of integrating various sensor technologies and a tailored enforcement solution to meet the needs and goals of cities. With a robust, real-time citation management system, cities can seamlessly integrate technologies, streamline operations, and inform data-driven decisions.

From ticket by mail to citation issuance, voice command technology and more, SenSen is empowering cities of all sizes with better insights to improve parking turnover, expand revenue opportunities, and create more liveable communities.

Key Features and Benefits

CORE: Features such as alerts, real-time data, evidence, privacy, SSO that are built with a focus on flexible software configurations, seamless integrations to help improve user experience in the user interface, uptime and reliability.

ADD-ONS: Features that allow users to interact with the system using their voice, captures and display data beyond licence plate, and provide hi-res evidence with background and signages to provide additional context for future investigations, identify compliance issues and provide data to help manage the parking effectively.

BENEFITS

Benefits are built with a focus on user experience in the user interface, uptime and reliability

SPOT OFFENCE ALERTS

Determine if a vehicle alert should be generated due to its location

OVERSTAY ALERTS

Determine if a vehicle alert should be generated due to the time is has been parked in location

MANUAL ALERT

When scanning an officer can toggle that all vehicles scanned will flag an alert for future processing

REAL-TIME RELIABILITY MEASUREMENT

When driving the system gives real-time feedback on

VIRTUAL WALKTHROUGH EVIDENCE

When scanning, the system will capture 5 high res images for each alert from 4 distinct viewpoints including front and back shots of the vehicle

REAL TIME CAMERA VIEWS

When parked the system provides a real-time camera view

PERMIT LISTS

Determine if a vehicle alert should be generated due to the vehicle NOT on a particular permit list

SINGLE SIGN-ON

At implementation time, the system can be configured to be integrated with the customers IT environment

PRIVACY MASKING (PEOPLE AND OTHER PLATES)

The system masks people in scenes, and also masks the plates of OTHER vehicles in scenes
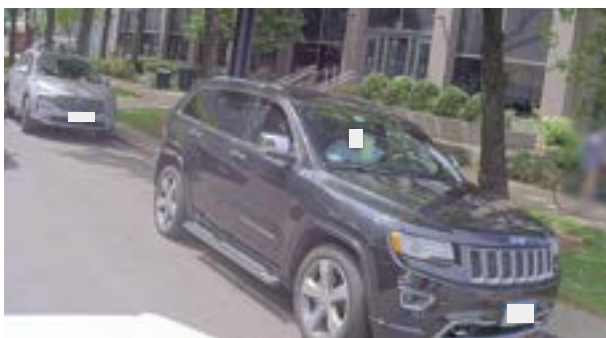
SenFORCE

EVIDENCE IMAGES

Night View

Privacy Masking

Clear Windscreen Shots

Contextual Image with Signage

SenFORCE

KEY DIFFERENTIATORS

AI CO-PILOT

Enables users to interact with the system using their voice, without needing to use physical buttons or touch screens to avoid distractions while driving. It helps users to add voice annotations to provide additional context or feedback for later investigation.

It also provides users with summary of the routes taken during each scanning session and a marker indicating where the detection is captured.

INTELLIGENCE

Enables users to capture data and displays the collection of all alerts captured by the current user, along with the corresponding details of each alert.

The location of each detection can be viewed in the Map tab with additional metadata such as vehicle orientation, class, make, and model. This metadata information serves as an extra business rule when generating alerts.

VISUALISATION

Allows users to capture additional curbside information beyond license plate. It automates the identification of city assets and provides centralised asset database, making it easier for councils and authorities to track the lifecycle of each asset.

It allows users to raise service requests, identify compliance issues and provide visualise the usage data to help manage the curbspace more effectively.

EVIDENCE

Provides users with a hi-res virtual walk around and AI enhanced regulation evidence. It helps to capture clear plate images even in low-light conditions while providing contextual evidence images with GPS location, background and signage for each alert.

It also attaches voice note recorded via force capture, and windscreen shots to check for the presence of drivers, disability permits or other permits.

GET THE MOST OUT OF THE SOLUTION

SERVICES THAT KEEP YOUR SYSTEM WORKING SO YOU CAN MAINTAIN FOCUS

TRAINING & SUPPORT

SenSen will provide initial and ongoing training for our products and services equipping your team with practical knowledge and real-world experience.
Our team brings years of experience to the table along with free training available in person and online including system administrator, equipment operation, web- portal navigation, web-portal operation, managing hotlist, and reporting.

HARDWARE MAINTENANCE

To safeguard system uptime, the products offered by SenSen include a full turnkey program management package, where SenSen literally installs, monitors, maintains, and optimises all software and in-field hardware on behalf of the client.
All equipment provided by SenSen is covered by repair or replace warranty till the end of contract.

API INTEGRATIONS

REPRESENTATIVE CUSTOMERS

sensen.ai
the Live Awareness platform

SenSen Networks

Australia | Canada | India | USA | Singapore
sales@sensen.ai | www.sensen.ai

Transforming people's lives
through Sensor AI technologies.

Australia	USA	India	Singapore
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