



# Automatically detect, analyze, and recognize vehicles in real time

## HP Vehicle Make/Model Recognition module



### Key features

- Identify make of vehicle
- Identify model of vehicle
- Easy to train for new types
- Scalability to large databases
- Fast real-time lookup response

Image recognition technology has evolved significantly over the last few years, enabling new use cases which were previously only seen in science fiction. A wider proliferation of higher resolution cameras and lower cost computing power has also helped reduce the need to install new cameras to perform custom recognition applications. While automated number plate recognition is already in wide use, we can now offer the ability to identify the manufacturer and model of a vehicle, from the same video feed you currently use for license plate recognition.

### Intelligent vehicle analysis

The HP Vehicle Make/Model Recognition module provides a crucial advantage to enable detection of erroneous vehicles. The solution allows you to identify a vehicle make/model in parallel with recognizing the license plates. Both operations are performed in real time from the same CCTV video feed used to monitor license plates. Vehicles are classified as a type of make/model from a trained set, which can be enhanced based on local needs by country or even state. Creation and additions of the classification library is quick and easy.

### Using HP Vehicle Recognition

This vehicle make/model information can be used in two ways:

- 1.By itself to either alert or count for vehicles of a particular type, or
- 2.In association with the license plate data to verify identity.



## Typical applications

- **Vehicle watch:** In some cases, you may have a report of a vehicle that has been involved in an incident, but you lack the license plate that was recorded/provided. Now, with HP Vehicle Make/Model Recognition, you can set up alerts based on the vehicle type. Once alerted, you can search for that vehicle type across your video feeds. As an added benefit, once you identify the vehicle, you will also automatically have the license plate.
- **Vehicle check:** In combination with the license plate information, you can now identify cloned vehicles. The license plate is used to look up against available databases what the vehicle type should be. The result is then compared to the classification from the video stream. Any mismatch can be alerted and is a significant indicator of illegal activity.
- **High roller watch:** This capability allows you to identify patrons with high spending potential based on the car they drive into your casino or hotel. HP vehicle recognition system can be used to alert appropriate staff to provide a differentiated level of service which can improve customer lifetime value.

## About HP Autonomy

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web experience management, online marketing optimization and rich media management.

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