**Automatic License Plate Recognition**

**Option 1:**

Each person receives a dashcam unit free of charge. The unit is used just like a regular dashcam except that all the footage is also uploaded in real time to our processing servers. This means we must strike deals with telephone carriers.

Positives:

* Simple use of operation for the user
* Easy to roll out – people will want a dashcam.
* One device so it is should be much simpler to make sure that it works.

Negative:

* Limited ability to upgrade hardware.

**Option 2:**

An app is downloaded onto a person’s phone and everytime they get into a car they use the application to record the road and their phone also gets used as a dashcam. Once they get home (or during the drive if we can strike a deal with telco carriers) the data is uploaded. Users receive money based on how many license plates they scan.

Positives:

* Allows for continuous upgrades to the software.
* Might create higher incentive to use if pricing scheme is right.

Negatives:

* Must test across a broad variety of devices
* Not all phones might have the correct specifications (e.g. 4K, clarity of pictures)
* Can be a hassle for a user to set up their phone (battery, cables, data, opening the app and running it etc.) especially for very short trips (which would constitute a large part of the market)
* Data upload problems over WIFI, could be ages till we receive information on license plate technology.