

LPR Solution for **Enhanced Security**







License Plate Recognition (LPR) Technology: **A Game-Changer in Security and Surveillance**

With the increasing volume of vehicles on the roads, cities face significant challenges and disruptions in public life. Issues like pollution, heavy traffic, and security concerns have become inevitable consequences of this growth. As cities strive to adapt to these challenges, intelligent vehicle management becomes paramount, necessitating the reliance on advanced technologies. License Plate Recognition (LPR) Technology is a prominent choice among surveillance and security solutions to address these pressing issues.

License Plate Recognition (LPR) technology employs optical character recognition to extract vehicle registration plate information from images. By analysing the position, tracking, segmenting, and recognising characters on license plates, LPR technology can automatically identify license plate numbers and retrieve associated vehicle data, thereby creating location information. LPR solution provides an end-to-end approach to license plate recognition, offering efficient and automated management of license plate data for applications such as traffic management, parking management, law enforcement, security, and customer insights.



CAMERA 1

CAMERA 2

CAMERA 2



Exploring the Norden LPR Solution: **A Comprehensive Overview**

Norden is committed to bringing the most user-friendly and high-performing products and solutions to market. For the purpose, Norden integrates the most advanced technologies available in the industry. One such area of interest is the License Plate Recognition Technology which is a quintessential part of the surveillance industry.

Norden LPR cameras are designed for a wide range of traffic monitoring applications, offering extremely high-quality and reliable license plate capturing with high accuracy. With the powerful capturing performance, Norden LPR cameras can deliver clear and detailed images of capture results, facilitating practical license plate recognition applications in various scenarios. Norden LPR Solution meets the challenges of managing the day-to-day traffic regulation, route optimisation, safety at entry-exit points, tracking lost/stolen vehicles and penalising traffic rule violations as well as illegal parking, not to mention the larger aspects like implementing a smarter road and traffic policy and preventing collisions and accidents.

Norden LPR Solution: Features

Features

- Reliable and Precise License Plate Detection
- Efficient Optical Character Recognition (OCR)
- Smart Vehicle Identification and Tracking
- Real-time Monitoring and Intelligent Alerts
- Easier Database Integration
- Smart Analytics and Reporting
- Seamless Integration with Other Systems

Benefits

- Increases and Enhances Safety
- Improves Operational Efficiency
- Smart Data Insights and Analytics Management
- Cost Effective Solution
- Easier Integration and Compatibility with Other Systems

LPR Solution Flexible Deployment

For applications on traffic and parking monitoring, Norden offers several options to guarantee the flexible deployment of Norden LPR systems.

■ Norden Camera with 3rd-Party LPR Support

- Norden camera offers LPR third-party integration to maximise usability.
- Supports open integration with third-party VMS or platforms, realising solutions such as traffic management, toll collection, and access control.
- Combines high-quality imaging capabilities with the ability to integrate with specialised LPR software.



Software



Parking Management



Bullet Camera

■ Norden Camera with Norden VMS Xpert

- Norden cameras work well with Norden's back-ends, including Norden NVR, CMS and Norden VMS XPert software, to form completely closed-loop ANPR solutions.
- The highly integrated system guarantees a smooth experience in traffic and road management and access control.
- Norden cameras with VMS XPert offer effective LPR support to get recognise license plates, detect speed and achieve advanced functions for gate control or intelligent traffic monitoring solutions.



Software



Bullet Camera

■ Norden Camera with Integrated LPR

- Norden offers cameras which integrate the LPR technology and has a built-in AI LPR algorithm.
- These LPR Integrated cameras perform the License Plate Recognition (LPR / ANPR) by themselves, transmitting processed data without external servers or complex installations.
- Norden Cameras with Integrated LPR can be deployed across various application scenarios.
- In this way, it is possible to extend monitoring city coverage to places other server-based systems cannot reach without sacrificing precision



Norden LPR Product Range



2 MP PT Motorized LPR Bullet Camera

(ENC-HBU5Z-30R-75)



2 MP PT Motorized LPR Bullet Camera

(ENC-HBU5Z-30R-76)



2 MP PT Motorized LPR Bullet Camera

(ENC-HBU5M-100R-70)

Industrial and Commercial Application



- **Traffic Management**
- **Parking Management**
- **Law Enforcement and Security**

- **Access Control and Security**
- **Surveillance and Investigations**
- **Toll Collection**

EUROPE

Norden Communication UK Ltd.
Unit 13 Baker Close, Oakwood Business park,
Clacton-On-Sea, Essex CO15 4BD, United Kingdom
Tel : +44 (0) 1255 474063
E-mail : salesuk@norden.co.uk

USA

Norden Communication USA Inc,
2832 E. Lantana Dr Chandler, AZ 85286,
United States of America.
Mob: +1(480)221-0959
E-mail: sales.usa@nordencommunication.com

MIDDLE EAST & NORTH AFRICA

Norden Communication Middle East FZE
P.O. Box. 341072, Dubai Silicon Oasis, Dubai, UAE
Tel: +971 4 3926391. Fax : +971 4 3926395
E-mail: sales@nordenco.ae

AFRICA

Tel: +234 813 734 6465. +91 9633775579
E-mail: sales.africa@nordencommunication.com

ASIA-PACIFIC

Norden Singapore PTE Ltd.
7 Temasek Boulevard, #12-07
Suntec Tower One, Singapore 038987
Tel : +65 6589 8449, Fax : +65 6917 8977
E-mail : sales@norden.com.sg

Norden Communication Pvt. Ltd.
Office # 44, Novel Office Central,
8/2, Yellappa Shetty Layout,
Ulsoor Road, Bangalore-560042, INDIA
Tel : +91 80 67431217
E-mail : sales@norden.in

Norden Vietnam, 6th floor, Room 602,
Halo building, 39 Dinh Cong Trang street,
Tan Dinh Ward, District 1, Ho Chi Minh city, Vietnam.
Mob: +84 903 88 69 92.
E-mail: sales@norden.com.sg

HEAD QUARTERS

Norden Communication UK Ltd.
Unit 10 Baker Close, Oakwood Business park,
Clacton-On-Sea, Essex CO15 4BD, United Kingdom
Tel : +44 (0) 1255 474063
E-mail : salesuk@norden.co.uk
www.nordencommunication.com



www.nordencommunication.com/eyenor

