



## AnyMAX solution

### The uses

Subsidiary company of the Altitude Group, AnyMAX profits from Altitude Telecom's unique experience in wireless technologies, of its knowledge in the IP operator field, as well as its experience in territorial digital development. Owner of a patent deposited since 2004, AnyMAX accompanies the cities in their broadband network deployments projects.

### The mission

*Nowadays, more and more projects in urban settings require the implementation of outdoor remote-controlled electronic systems.*



Barriers to implementation are numerous and one of them is the cost of such a project. Although equipment is, often, not a big expenditure, you will face two important issues: the set up of power supply and a link ensuring data transmission.

AnyMAX products have been laid out to bring an industrial solution to the issue of non-permanent power supply of street lighting. Thanks to its battery pack system, AnyMAX base stations enable the implementation of all your equipment onto any street lamp of a city while minimizing your investment. Associated with a wireless high throughput transmission system (WiFi or WiMAX), you can forget all the wire coupling and civil engineering labors related to most of your projects.

### The strategy

The design and concept of the terminal have been developed in order to facilitate the deployment of telecommunication or security projects. *AnyMAX strives to be at the forefront of any telecommunication technology innovation and involves a great amount of time on Research & Development and Marketing.*



In order to continuously meet the needs of our partners, we remain attentive to their deployment issues and we work hand in hand with them in order to determine the stakes linked to each projects and work out a technical and sustainable solution.



## CCTV in urban areas

### Nomadic applications

A city is constantly evolving, in terms of city planning and also its demography. Cities have the incentive to install CCTV systems within their territory for various reasons:

- ↳ Traffic management
- ↳ Population counting
- ↳ Areas in which criminality rates are high
- ↳ Areas in which the population rises during punctual period of times (business areas, shopping avenues, etc..)

The goal of installing CCTV in these areas is aimed at providing an investigation tool for city's authorities to keep these areas trouble free. However, **problems within a city have a tendency to migrate**. Zones in which cameras have been installed see the crime rate going down while other areas within one city see their crime rates going up. More and more city officials see the **extension of their CCTV system a burden in terms of investment and maintenance costs**. Furthermore, they consider their initial investment as a waste as they realize that their initial CCTV system has become useless because it is installed in an area which no longer requires surveillance.



**The AnyMAX system provides an appropriate answer** to this specific issue. Indeed integrators and installers of the AnyMAX solution are now able to propose a CCTV system which will meet the needs of the city in terms of investment and efficiency.

AnyMAX systems enable **nomadic installations throughout an urban area**. Cities can now implement a CCTV system in an area in which frequent problems have occurred and which require surveillance. Once this specific issue has been solved, the city can freely migrate all or part of the CCTV system in a new area which requires surveillance **without having to invest in an extension of their camera pool and bearing the additional cost of maintenance**.

### Punctual deployment

As described above, one barrier that cities put up in the deployment of a CCTV system within their territory is the **cost of such systems**.

**A CCTV system is expensive and involves additional maintenance cost throughout the years**. The **heavy civil engineering** required to install these cameras makes all deployment permanent. Certain cities do not wish to invest in these heavy systems because they do not have the need for surveillance throughout the whole year. Certain cities invest in systems which involve very few cameras because the available budget for this type of investment is very limited.

However, these cities have **punctual events throughout the year** such as concerts, fairs, carnivals..., during which the amount of population increases drastically. Thus, the need for the implementation of CCTV systems turns out to be very high during those periods of time in order to ensure security and prevent any problems.

AnyMAX provides an answer for this need. **Installers have now the opportunity to rent these systems for short or long period of times directly to cities**. Thus, the benefits for cities are:

- ↳ No heavy investment
- ↳ No maintenance cost
- ↳ The implementation of punctual CCTV systems that suit their needs



The benefits for installers are:

- ↳ Proposing a new exclusive service for which they will have little competitions
- ↳ A solution which will generate a fast return on investment and earnings.



## Civil Security

Natural disasters may survive anywhere and at any time, particularly in rural areas but also in urban settings, as the past years have shown us.

Such disasters may cause power cuts and discontinuity of telecommunication services which may lead to panic and highly reduce emergency services efficiency.

To ensure a continuous service in telecommunication and in power supply, the AnyMAX solution will provide a total autonomy to telecom equipments or CCTV systems. Thanks to its battery pack system, AnyMAX products can power supply any electronics with an **24 hour autonomy and continuity of service.**

**Therefore, this solution would cope with the lack of telecommunication services and will ensure a wireless telecommunication network for emergency services.**



Natural disasters' aftermath are mostly higher criminality rates, panic and dangerous human behaviors. In order to prevent these facts, cities may need to deploy on a punctual basis CCTV systems in order to keep control of residents and prevent any thefts or damages.

**Thus, AnyMAX would perfectly fit the needs of local authorities by enabling fast and wireless CCTV deployments.**

## Crime combating

Cities face various crime threats such as drug dealing, car jacking, shop robberies, etc... In order for these issues not to grow exponentially, a city needs to provide a quick answer.

**Video surveillance is one key success** to a better security and thus to the residents protection. French authorities have been able to reduce crime rates by 40 % to 60 % in major cities (for instance: Cannes, Nice,...)

Although CCTV may prevent crimes and reduce its rate, it also may displace it from one area to another one.

Thus, the need for small, easy and rapid to install video systems are required.

**With its wireless features enabling fast and rapid deployment, AnyMAX offers a mobile product that can follow inconspicuously delinquency.**





## CCTV for private companies

### Construction sites

An urban area is constantly evolving and extending itself. Construction sites are the back bones of a city and they are at the same time the prey of many thefts.

*To illustrate this fact, the French Building Federation has made a survey of 3000 building companies in September 2008. 1500 companies declared that during the last ten months they had been the victims of a theft which lead to a minimum loss of 10 000€.*

In order to prevent these thefts, building companies usually rent the services of security companies. However, the **price of having multiple security guards is quite expensive and not necessarily efficient.**

**AnyMAX** installers have now the opportunity to propose a CCTV system to loan which will cover the duration of the construction site and evolve with the needs of the building company.

This **punctual deployment** enables to **limit the need of human resources to a minimum.** In a standard scenario, AnyMAX systems can be deployed on a construction site and be backhauled directly to a security booth, thus, limiting the number of security guards to a minimum and making their surveillance activity more efficient.



### Industrial sites



A lot of plants have a continuous production with a constant flow of raw material and semi-finished goods towards the production facility and constant flow of finished goods out of the facility.

**Any civil engineering has a direct impact on their activity as they often lead to road blockage** because of tranches construction.

**AnyMAX becomes a viable solution for industries.**

Not only does it reduce the cost linked to civil engineering and time necessary for deployment, it will evolve with any extension of the site or production transfer.

Finally, the additional benefit of this solution is that it guarantees electrical autonomy in case of any loss of energy within a plant. This can be used to help firemen, policemen, safety officials to have a clear view on facilities in which any types of accidents have occurred (chemical spillage, fire, etc...).