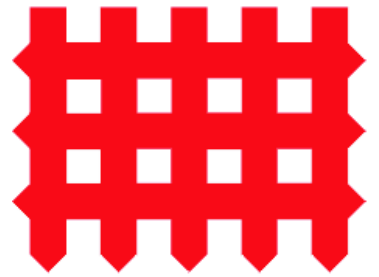


DiscovaCam



The changing camera environment

Did you know?

Digital cameras have become commonplace in recent years. Cheap digital photography allows people to capture large numbers of images, while the Internet has provided a cheap and easy method to distribute material.

Over 173 million camera phones

Camera cellular phones became commonplace in most markets during 2003. Camera phone production exceeded still digital camera in mid-2003, with 73 million units produced during 2003. The trend has continued with 100 million camera phones expected to be shipped during 2004 out of a projected total of over 400 million new digital cellular phones, compared to only 20 million digital still cameras.

There were 1,369 million digital cellular phones in use at the beginning of 2004 and total cellular phone numbers are expected to grow to over 1,500 million by the middle of 2006. Camera phones are expected to dominate the market with around 80% of total production of cellular phones around this time.

You are being watched

However, cameraphones are not the only devices becoming widespread. In Britain there are over 1.5 million closed circuit television cameras (CCTV) installed. The average person in Britain is observed by hidden cameras three hundred times per day. The average American was observed four times a day in 2001, and since the Twin Towers attack on September 11, 2001 the numbers of cameras has significantly increased. In Asia hidden cameras have been used to sensationally expose celebrities' private lives and there is concern over widespread camera use.

Changing rules for private places

These cameras are appearing in places once considered private. In the workplace hidden camera evidence from previously private areas, such as smoking rooms and cafeterias, has been deemed admissible by many courts. In the military the proliferation of cameras amongst troops have led to potential compromising of military operations and political embarrassment. Cameras have also added a valuable reconnaissance tool for terrorists, making security more difficult.

New legal standards

The widespread use of digital cameras has created new legal challenges in all countries. In the USA a major court decision has protected people's rights against unauthorised surveillance of a home's interior. Numerous US states have extended protection against surveillance by banning camera use in areas where people have a reasonable expectation of privacy, such as gymnasiums and rest rooms, while the city of Chicago has even banned the use of cameraphones in privacy areas. Federal law is likely to protect people against voyeuristic use of cameras while the people are in private areas or normally clothed.

More public surveillance

However, there is no protection in the US against people going about their daily business being spied upon with cameras. Private cameras have become widespread, with 85% of the CCTV systems in Manhattan, New York, being privately operated. There are limited protections against the misuse of surveillance material. In Britain people can legally buy videos containing CCTV film of private couples engaged in amorous but legal activities in public areas. Research evidence repeatedly shows high levels of voyeurism by CCTV operators and misuse of surveillance technology by public and private operators.

DiscovaCam can find cameras

However, in the past there has been no equipment to detect hidden cameras when in operation. Security organisations and others have been forced to use radio detection equipment to detect data communication if the camera transfers its data by wireless technology. The majority of hidden cameras store images locally, and are therefore immune to detection. Even camera cellular phones are undetectable when their transmitters are turned off. Until now. Now there is **DiscovaCam**.



Why have protection?

Hidden surveillance cameras are often installed as a deterrent to crime. In Britain some 1.5-2.5 million surveillance cameras spy on over 400 communities, yet violent crime has increased in recent years. Increased crime appears to justify increased investment in cameras, while crime decreases are used to justify past investments. Systems that were justified to fight terrorism are instead being overwhelmingly used to catch petty crime and to enforce social conformity. British experience has shown that cameras placed to reduce crime have in fact been used for voyeurism, to profile some ethnic groups more closely and to record people in pursuit of their personal and legal activities. Slogans, such those of former British Prime Minister John Major "If you've got nothing to hide, you've got nothing to fear", have been revealed as empty rhetoric by political leaders without any real understanding of the long-term consequences of their actions.

The DiscovaCam product line restores part of people's lost freedom, where anybody could act as they wished with the secure knowledge of anonymity. The blurring of public appearance and personal space is increasing the personal pressure on people. DiscovaCam provides certainty of the presence or absence of surveillance. The security orientated versions of DiscovaCam reduce the value of reconnaissance by alerting security to the use of camera surveillance.

DiscovaCam provides information that allows people to modify their behaviour in public or to protect threatened property or people – partially returning to the historical position before surveillance equipment become widespread. This protection is important not just to you as an individual but to society in general. To quote Paul Strassman, a leading academic, "Personal privacy is the foundation of all freedom".

The DiscovaCam family

DiscovaCam has a range of camera detection equipment covering every need.

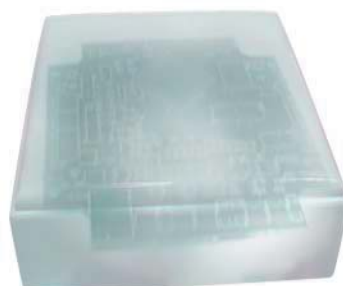
The DiscovaCam **Annunciator** protects areas where people have an expectation of privacy, such as gymnasiums, changing rooms and rest rooms. The **Annunciator** is wall mounted to deter illegal or unethical use of cameras and to alert whenever a camera is active in its area.

The DiscovaCam **Handheld** is a simple to use small unit able to detect cameras within a person's immediate proximity. The **Handheld** is ideal for checking rooms and vehicles or finding fixed cameras when you are on the move.

The DiscovaCam **Personal** is the smallest DiscovaCam and can be worn on a belt or placed in a pocket or handbag. It continuously checks for cameras in the vicinity and uses a Bluetooth cellphone to warn of camera presence. The **Personal** is ideal for continual personal protection.

The DiscovaCam **FLU** is a fixed local unit designed to protect a room, building or item from surveillance. Cameras are detected and their position is estimated. The FLU can be set up to either set off an alarm warning of a camera intrusion in a restricted area or discreetly report the intrusion to a security room. Multiple FLUs can be used to triangulate the camera's location in a large room or building to allow security to more easily apprehend the camera's operator. The **FLU** is the ideal protector of a place or property.

The DiscovaCam **Professional** is designed for professional security operations to use in field operations. The operator uses a computer interface to control the scanning process and can extract greater information and range than available for the standard units. The Professional is designed to enable protection of people and places, and provides security organisations the tactical options of deception and counterstrike, depriving attackers of surprise and confusing their intelligence.



Corporate Information

DiscovaCam Limited is a publicly unlisted company registered in New Zealand and with its head office in Silverdale, Auckland, New Zealand. DiscovaCam was founded in 2000 and provides security equipment for security organisations and the mass market.

DiscovaCam Limited focuses on bringing leading-edge technology to end-users around the world. To meet this goal, we use an Internet-based information service centred on our web site www.discovacam.com to support our distributors throughout the world and to provide direct sales where customers prefer to trade online. Further corporate information is listed on the DiscovaCam website.



Global Support:

DiscovaCam Limited provides global support through its web-based service at www.discovacam.com. Firmware upgrades are available from the web site.

Warranty:

All DiscovaCam units include a one-year full replacement warranty from date of purchase.

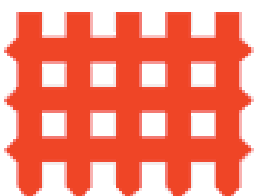
DiscovaCam Limited
for Camera Detection

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securing your comfort

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