

## **PlateSmart Leverages NVIDIA GPUs for City-Scale Vehicle Identification and Video Analytics**

*Industry-leading Security Technology Company Partners with AI Computing Giant to Take AI-Driven Video Surveillance From Edge to Cloud*

Oldsmar, FL ([PRWEB](http://www.prweb.com)) March 30, 2017 -- PlateSmart®, known in the security industry for its software-only Automatic License Plate Recognition (ALPR) solutions, today announced that it is harnessing the power of NVIDIA GPUs to bring advanced AI to its ARES video processing platform for city-scale vehicle identification and video analytics.

The latest version of its open-architecture ARES platform is able to extract more data from video images than the competition. This not only includes ALPR, but also state jurisdiction, country of origin and vehicle make recognition. It can also detect suspicious vehicle movement patterns such as circling and loitering. ARES is available as both an on-premise installed software and as a managed cloud application, making use of edge processors to manage camera feeds and video processing.

“Our work with NVIDIA enables us to bring high-powered, sophisticated and accurate ALPR solutions everywhere, including appliances, drones, cameras, and more,” said Webb Wang, chief technology officer, PlateSmart. “NVIDIA’s GPUs enable us to leverage our core vehicle identification technology and other vision analysis for easy, flexible, affordable deployment of ARES that can scale up to thousands of cameras running in hi-def mode.”

“Deep learning is transforming video analytics to enable AI cities,” said Deepu Talla, vice president and general manager of the Tegra business at NVIDIA. “NVIDIA’s edge to cloud GPU platform for intelligent video analytics enables PlateSmart to bring advanced AI to the next wave of devices.”

PlateSmart will be exhibiting at ISC West in Las Vegas April 5th-7th at Booths #18053 and #10037. See how PlateSmart’s AI-driven vehicle identification solutions deliver real-time actionable intelligence for complete situational awareness.

### About PlateSmart®

PlateSmart Technologies has developed the world’s first software-only vehicle identification and video analytic solutions, which are compatible with both state-of-the-art and legacy cameras. PlateSmart offers both mobile and fixed-location solutions, which are designed either to function as stand-alone tools or to integrate with third-party software and hardware. ARES, PlateSmart’s enterprise solution, provides real-time actionable intelligence with license plate number, state jurisdiction, and vehicle make recognition for complete situational awareness. PlateSmart’s solutions are the recipients of multiple industry awards for excellence in security technology. <http://www.platesmart.com>

**DISCLAIMER:** This press release may contain forward-looking statements and/or predictions. These statements are based on history, current knowledge, and current market conditions. They are subject to change without notice as conditions and knowledge change; therefore, undue reliance should not be placed on such statements.

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