

# HD IP delivers clear benefits for Tower Transit



As camera technology evolves, operators are beginning to see the benefits of integrating high definition (HD) IP cameras into their surveillance solutions. Not only is the footage they collect more detailed, IP cameras can save operators money in fines and compensation, whilst providing an unbeatable training tool.

## Thinking big – fleet wide IP

The Tower Transit Group employs 2,930 staff and operates 1,030 buses in some of the world's most connected and busy cities, where there is immense pressure on drivers to transport commuters safely and efficiently. London is one such city.

With 450 buses operating within the TfL London framework, Tower Transit London needed to ensure its use of surveillance technology was supporting every aspect of operations. Fulfilling that need saw Tower Transit become one of the first operators to implement forward-facing IP cameras.

## Making the switch

Tower Transit has had forward-facing analogue cameras fitted to vehicles since 2015. The cameras capture clear, quality footage from the road in front of the vehicle and record vital data for training, journey analysis, law enforcement and insurance or other claims – which can be reviewed by the CCTV analysts based at the depot.

A review of their on-board surveillance capacity highlighted a number of instances where footage retrieved from the legacy forward-facing cameras had not always been clear enough to rebuke insurance claims, e.g. partial registration plates being recorded or out-of-focus footage, so Tower Transit approached Synectics for a solution.

Synectics demonstrated the superior image clarity that HD IP cameras could deliver, as well as increased functionality, such as the ability to zoom in without

*(continued on other side)*



## PROJECT DETAILS

### Customer

Tower Transit

### End User

London, UK

### Location

Australia

For more information, please visit:  
[synecticsmobile.com](http://synecticsmobile.com)

quality loss – essential for helping drivers and operators to see things in precise detail, including number plates and cyclist positions on the road.

Tower Transit initially trialled forward-facing IP cameras with Synectics on vehicles in 2015, before updating their specification to include them on every new vehicle that leaves the factory.

Greg Wright, Insurance Manager, Tower Transit Operations Ltd said: “Imagine watching a football match on a HD TV screen. You can see each blade of grass, facial expression of the player and the picture quality stays in focus despite movement following the ball up the pitch. Then imagine going back to viewing a football match on an LCD or SD TV screen – you just wouldn’t! Well that’s exactly how I feel about installing IP cameras on our fleet.

Analogue cameras are absolutely fine. They do the job and the majority of the time the footage captured gives you the evidence that you require. However, if you’ve ever viewed an incident and wished that you could just zoom into a vehicle registration number plate, or even a passenger’s face, then you’ll appreciate the benefits that IP can offer. We certainly wouldn’t go back to analogue.”

### A truly integrated solution

Installed to the dashboard, these forward-facing road IP cameras are part of their overall on-vehicle surveillance solution, including analogue interior and exterior cameras, and driver’s cab monitors.

And, because the migration to IP can be an evolutionary process, Tower Transit is able to strategically target when and

where IP cameras are implemented. During the transition, Synectics offers expert guidance and provides flexible options – an approach suitable for operators of any size, with any budget.

New vehicles (and any requiring upgrade), are also fitted with Synectics’ hybrid T1600 digital video recorder (DVR) with Synectics’ integrated management platform – Synergy 3 Transport – being utilized to monitor and review the T1600 footage. Synergy 3 Transport gives Tower Transit a new level of flexibility and technical capability for managing on-vehicle security and surveillance, whilst effectively and efficiently managing their fleet.

**For more information, please visit:**  
[synecticsmobile.com](http://synecticsmobile.com)

Synectics designs integrated end-to-end surveillance control systems for the world’s most demanding security environments. We excel at complex projects that require innovative, tailored solutions with high reliability and flexibility, specifically for casinos, oil and gas, marine, public space, banking, transport and critical infrastructure applications. Synectics’ Systems division is part of Synectics plc, a global leader in advanced surveillance, security and integration technologies and services.



**Synectics**

[bus@synx.com](mailto:bus@synx.com)

[synecticsmobile.com](http://synecticsmobile.com)