

CASE STUDY: TASER INTERNATIONAL

Samsung GALAXY Player Showcases Benefits of TASER's Wearable Police Video Camera



OVERVIEW

Customer Need

TASER's AXON™ Flex™ on-officer video camera system includes an optional smartphone app to monitor incidents in the field in real-time and tag recordings. Aware of the budgetary constraints of law enforcement agencies, the company needed a robust, high-quality, non-contract mobile device that would enable officers to experience the full benefits of the camera and app combination — without the cost of a service plan.

Samsung Solution

The GALAXY Player 4.0, an Android-powered media device with a 4-inch touchscreen, offered TASER the ideal solution to complement its camera technology. Featuring Bluetooth connectivity, the Samsung GALAXY Player's feature set also met the law enforcement agencies' high standards for quality and reliability, and TASER's focus on user experience.

Results

Law enforcement agencies gave the AXON Flex and GALAXY Player partnership the thumbs up, with 90 percent of those who needed a non-contract mobile device choosing the GALAXY Player for their officers. Officers have used the GALAXY Players to monitor trainees engaging with the public, as well as police dogs in the field. TASER now ships the GALAXY Player as the preferred add-on to the AXON Flex system.



THE CUSTOMER

TASER International

TASER International provides safety technologies designed for use in law enforcement, military, private security and personal defense. Widely recognized for its TASER ECD (electronic control device), which according to police research has saved more than 90,000 lives from potential death or serious injury, the company continues to develop advanced technologies that help prevent conflict and resolve disputes, and benefit both its customers and the communities they serve.



photo: TASER INTERNATIONAL

In keeping close touch with the needs of its primary customer — federal, state and local law enforcement agencies — TASER has recognized that post-incident legal conflicts have become a major and costly challenge for law enforcement. To help address this challenge, TASER developed AXON™ Flex™, a self-contained, wearable video recording and networking system.

The on-officer video camera uses an industry-leading imager and sensor engineered to mimic the human eye's capabilities. It can be mounted on the officer's eyewear, ball cap, collar, helmet or epaulette. AXON Flex provides law enforcement officers with the capabilities to capture events live, and to store, manage, share and analyze the video. It does not only have the ability to film what the officer sees, it can also help resolve false claims.

A key part of the AXON Flex system is an optional smartphone application that runs on the Android or iOS platform. AXON Flex Mobile allows the officer to Bluetooth-stream video to an Android- or iOS-based device for a live view of what the camera is capturing.



AXON Flex camera

photo: TASER INTERNATIONAL

“At its core, TASER is about technology, and working with 16,500 law enforcement agencies makes us uniquely positioned to understand and deliver the innovations that make the biggest impact on these agencies and their communities,” said Rick Smith, CEO, TASER International. “AXON Flex can resolve issues of false complaints improve officer training and provide communities with enhanced transparency. At one-third the cost of in-car video systems and through its ability to help reduce litigation costs, this system ultimately saves taxpayer dollars while also providing protection to officers and suspects alike from false and damaging allegations.”

THE CUSTOMER NEED

A reliable, high-quality Android-based device to demonstrate AXON Flex's benefits

TASER's target market for AXON Flex comprises nearly 16,500 law enforcement agencies throughout the United States, ranging from agencies in small towns with 10 to 20 personnel to those in large metropolitan areas with hundreds of officers. The purchasing cycle is uniform across the board, but often involves a 30-day product testing and evaluation period prior to purchase.

While an increasing number of law enforcement agencies are deploying smartphones, the high cost of service plans remains a major hindrance to their adoption. However, a mobile application remains an attractive option for the agencies. The law enforcement agencies also have a preference for non-contract devices. Apart from eliminating the cost of service plans, they provide flexibility in allowing the devices to be shared within the agency.

“We were very pleased to find Samsung's GALAXY Player”

– Luke Larson

“To be able to experience the benefits of AXON Flex Mobile, the agencies needed an Android device that did not require a service plan to trial,” said Luke Larson, AXON product manager, TASER International. Larson oversees the AXON product line from concept to production.

The device also had to meet the law enforcement agencies' high standards for quality and reliability, and TASER's focus on user experience. “We cannot have gear restarting in the middle of an event,” said Larson. “And although some of the other devices we tested were running on the Android platform, the user experience did not meet our requirements. We were very pleased to find Samsung's GALAXY Player.”



AXON Flex mobile application

THE SAMSUNG SOLUTION

Samsung GALAXY Player 4.0

TASER turned to Samsung in its search for the best device to combine with the AXON Flex. While Samsung products had not been a part of TASER's product portfolio, the company uses several of the company's enterprise products at its headquarters. "We immediately trusted the Samsung brand," said Larson.

Samsung offers the most complete lineup of smart mobile solutions, including the GALAXY Player, GALAXY Tab 7-inch and 10.1-inch, as well as its smartphones. The GALAXY Player 4.0, which features WiFi connectivity without the fees of a monthly data plan, was TASER's choice to showcase the AXON Flex camera and the AXON Flex Mobile application. With a crisp 4-inch WVGA Super Clear LCD touchscreen, the GALAXY Player offers smooth 720p HD video playback and all the benefits of Android.

Larson highlights the key features that attracted TASER to the GALAXY Player: long battery life, easy portability, and the high quality of the touchscreen. "The feature set on the GALAXY Player allowed for the best end experience for our customers," said Larson. "Samsung's hardware was far and away the best. Combined with GPS, Bluetooth and the Android OS, the GALAXY Player was a perfect fit."

"Our GALAXY Players deliver the best user experience that a mobile device can offer in a terrific, slim form-factor, without incurring fees for a monthly data plan," said Kit Driscoll, senior product marketing manager, Samsung Electronics America. "The benefits and the opportunities for innovation that they offer for businesses across a huge range of industries are tremendous."

With the GALAXY Player, law enforcement officers can live stream videos from the AXON Flex camera. While all the evidence is secured within the AXON Flex camera, with GALAXY Player, the officers can play back files stored on the camera in the field. They can review the events and add information such as category, case ID, GPS coordinates and other information to the video event file without having to return to their desks.

"The Samsung GALAXY Player 4.0 allows law enforcement officers to easily view their events from AXON Flex in the field," said Larson. "This is significant in resolving incidents before they escalate to use of force, complaints or civil litigation."

He also adds that Samsung's staff, service and support delivered great value for TASER and ultimately its end customer. "Every interaction we had with Samsung has been exceptional and reaffirmed they are a technology leader that is also focused on making their customer's entire experience a positive one."

Quick Profile: SAMSUNG GALAXY PLAYER 4.0

As used by TASER

OPERATING SYSTEM: Android 2.3™, Gingerbread

DISPLAY: 4-inch WVGA (800x480) Super Clear LCD touchscreen

CONNECTIVITY: WiFi 802.11b/g/n, Bluetooth® 3.0; GPS; Mini USB

CAMERA: Rear - 3.2MP Camera AF; Front - VGA Camera

SIZE: 2.53 x 4.87 x 0.39 inches

Samsung's Latest Offering: SAMSUNG GALAXY PLAYER 4.2



OPERATING SYSTEM: Android 2.3™, Gingerbread

DISPLAY: 4.2-inch WVGA (800x480) touchscreen

CONNECTIVITY: WiFi 802.11b/g/n; Bluetooth® 3.0; GPS; Mini USB

CAMERA: Rear - 2MP Camera AF; Front - VGA

VIDEO PLAYBACK & RECORDING: 720p HD Video

VIDEO FORMAT: MPEG4/H263/H264, Divx/Xvid

AUDIO: 3.5mm Ear Jack, FM Radio and Stereo Speakers

AUDIO FORMAT: MP3, AAC, AAC+, eAAC+, OGG, WMA, FLAC, WAV;

APPLICATIONS: Google Play™; Google™ Mobile Services: Google Talk™, Google Maps™, Books, etc.; Allshare, Task Manager, Voice Recorder

MEMORY: 8GB, microSD™ slot (up to 32GB)

SIZE: 2.6 x 4.89 x 0.35 inches

WEIGHT: 0.25 lbs

BATTERY: 1500mAh Li-ion (replaceable)

For information on other products available from Samsung, including the GALAXY Player 5.0 and 3.6, please visit samsung.com/business.



photo: TASER INTERNATIONAL

THE RESULTS

Combined technology drives smarter police work

TASER is now shipping the Samsung GALAXY Player as an add-on to the AXON Flex system, following the combination’s successful introduction to, and trials by, law enforcement agencies. “The agencies were so pleased with their experience that 90 percent of those who required non-connected devices and purchased the AXON Flex system, also bought GALAXY Players for their officers,” said Larson. “They’ve reported back that it has resulted in smarter police work.”

Larson adds that the combination of the AXON Flex system and the GALAXY Player is also being effectively used as a training tool for new officers in the field. The training supervisors can watch real time how officers are interacting with the public, enabling them to provide evidence-based guidance.

It is also helping canine handlers. The police dog is fitted with the AXON Flex camera, and by live streaming videos to the GALAXY Player, the officers can view what the dog is seeing from distances within the Bluetooth range.

Among the agencies that are deploying the powerful technology combination are the Bay Area Rapid Transit Police in California, the Fort Worth Police Department in Texas, the Greenwood Police Department in Arkansas, the Burnsville Police Department in Minnesota, and the Lake Havasu Police Department in Arizona.

“I loved using the AXON Mobile application on Samsung’s GALAXY Player,” said Sgt. Brandon Davis, Greenwood Police Department. “The ability to review events in the field and add intelligent video attributes make policing more efficient and leads to safer communities and a lower cost.”

Fort Worth Police Chief Jeff Halstead said: “On-officer video systems like the AXON Flex give us an opportunity to showcase and support the jobs our officers are doing in the field. Having a complete video record of these incidents will provide a higher level of protection for both our officers and the public.”

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– Sgt. Brandon Davis

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