



3VR CrimeDex Case Study

Customer: National City Police Department **Location:** National City, California

December 13, 2007

Version 2.0

• Customer

The mission of the National City Police Department is to maintain the peace, protect life and property, control crime and disorder, improve the quality of life, and increase the actual and perceived levels of safety for the residents of National City, California, as well as visitors and others conducting business or working in the city.

These goals are accomplished by merging traditional police tactics with innovative programs, technology, public education, and community policing/problem solving techniques.

• The Crime

In National City, California, \$150,000 was stolen from a 24-year-old Iraq war widow. The woman planned to buy a home for herself and her 6-year-old child — a promise she made to her husband in the event of his death.

The widow had confided in the criminal, who was a childhood friend, that she was planning to buy a home with \$250,000 she had in a checking account. Using her relationship with the victim, the criminal was able to obtain enough personal information to steal the victim's identity.

With the victim's identity, the thief changed the mailing address on the checking account in order to receive the monthly statements and gain access to the account — stealing \$150,000 in just six weeks.

• The Investigation

When Sergeant Tom Di Zinno of the National City Police Department received the crime report, he called the bank's investigation department. The investigators on the case suspected the victim of conspiring with the perpetrator to drain the account and then be reimbursed for the "stolen" money.

Sgt. Di Zinno reasoned that this was a false assumption. The victim hadn't touched the account in over two years. It didn't make sense that she would suddenly spend \$150,000 on cars, jewelry, and other luxury items.

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In Brief

Customer: National City Police Department, National City California

Challenges:

- The victim and thief looked similar, making the case harder to solve
- No support from the victim's own financial institution
- Multiple parties required to find and prosecute the criminal

3VR Solution:

- CrimeDex

Result and Benefits:

- Crime solved in just six weeks
- Victim's identity and \$150,000 returned
- Criminal serving three years in state prison



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To help solve the case, Sgt. Di Zinno turned to CrimeDex. Using the system's powerful communications tools, he sent a photo of the suspect and information about the case to all CrimeDex subscribers. After seeing the information, a CrimeDex member sent it to an investigator with the U.S. Postal Service who was able to identify the suspect and verify the change of address.

Another CrimeDex subscriber working for Fry's Electronics recognized the thief because she was seen buying thousands of dollars of merchandise at the store. They were then able to track the thief's transactions on video and through credit card transactions.

From this work, a major bank distributed the CrimeDex alert to their customer base of local business owners. Within days, a car dealership and jewelry salesperson contacted Sgt. Di Zinno with information about the criminal.

• CrimeDex Solution

Based on the information obtained using CrimeDex, Sgt. Di Zinno sent out a warrant for the suspect who was apprehended, tried, and sentenced to three years in state prison.

• CrimeDex Benefits

- Fast case resolution — Just six weeks elapsed from the time of the original report to the time the suspect was apprehended. Without CrimeDex, Sgt. Di Zinno estimates it would have taken at least twice as long to solve the crime.
- The power of collaboration — This case was solved because of the collaboration of several CrimeDex subscribers. CrimeDex encompasses a vast network of hundreds of law enforcement agencies and businesses supporting the fight against fraud.
- Information from multiple sources — This case required assistance from people within law enforcement, financial services, and retail. CrimeDex is a large information sharing system that brings together hundreds of financial institutions, retailers, and other businesses.

• About CrimeDex

3VR's CrimeDex® service is revolutionizing the investigative process by enabling collaboration between investigators and law enforcement professionals nationwide. CrimeDex counts more than 1,000 banks, credit unions, retailers, and law enforcement agencies as members. 3VR Security is combining the power of its Searchable Surveillance video system with CrimeDex's Internet platform to create a powerful and unique investigation tool to reduce crime and fight fraud.

• About 3VR Security

3VR Security, Inc., www.3vr.com, the searchable surveillance platform, provides the first video management system powered by a search engine with integrated video analytics. 3VR systems lower physical and operational costs while dramatically improving the effectiveness and efficiency of investigations for fraud, theft, and other crimes. Based in San Francisco, CA, the company is privately held with funding from Kleiner Perkins Caulfield & Byers, VantagePoint Ventures, In-Q-Tel, and DAG Ventures. 3VR is the three-time winner of the SIA best new video product, was named security product of the year from Frost & Sullivan 2006 and 2007 among other awards. For more information please visit: <http://www.3vr.com/>



3VR Security, Inc.

475 Brannan Street, Suite 430,
San Francisco, CA 94107

Tel: 415.495.5790 • Fax: 415.495.0255

Sales: 415.513.4611 • Email: info@3VR.com

Website: www.3VR.com