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**PRESS RELEASE**

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## ***Doktor Jon* launches “TRUSTED”** **A National CCTV Improvement Campaign**

It's been very obvious for quite some time now, that the vast majority of the Closed Circuit Television (CCTV) security cameras currently in use, are often failing to produce any useful Evidential Quality video recordings.

Now with an increasing awareness of the potential benefits of using CCTV, particularly in investigations involving serious crimes and terrorism, steps need to be taken urgently, to try and improve the effectiveness of many of the estimated 4.2 million CCTV cameras, currently being used here in the U.K.

Having been working for some time on developing an appropriate campaign, a UK based CCTV Advisor '*Doktor Jon*', has now put together what is believed to be the first ever attempt, to address technical shortcomings in the nations video surveillance infrastructure.

April 16th 2007 will see the official launch of the 'TRUSTED' campaign, seeking to ensure that where CCTV is installed primarily for security and detection, that all equipment in the system is optimised to clearly provide ..... “Target Recognition Using Surveillance Technology for Evidence and Detection” or “TRUSTED” for short.

The project will be split into two distinct stages, with Phase 1 initially aimed at the development of freely available technical assessments for measuring the performance of existing CCTV equipment, and in so doing highlight areas that are in urgent need of improvement.

The first evaluation documents for testing CCTV security cameras, have been carefully designed to measure practical performance, and indicate specific areas in need of urgent improvement.

The assessment will qualify the equipment as “TRUSTED”, only if it achieves a satisfactory pass mark in a number of key operational and technical requirements. Other assessments will shortly be developed for Video Recording and Display Systems, and also Legal Compliance.

Phase 2 of this project will lead on with the detailed development of acceptable 'standards' of performance, so that in future, CCTV systems can be designed to comply with recognised benchmarks, to help ensure that the equipment is performing as required, and not simply as supplied.

Jon from doktorjon.co.uk has said that “Time and again, very poor quality recordings are being released to the media as the vital component in a serious criminal investigation. Many CCTV images would simply not be considered acceptable for use in court, and given the increasing dependence on video surveillance, urgent steps need to be taken to ensure that the nations security cameras are actually fit for purpose”; he goes on “Hopefully the TRUSTED campaign, will be a first small step towards addressing the deficiencies in many security camera systems, and help lead to rapid improvements in both detection and admissibility, into the criminal justice system”.

More information is available at:- <http://www.doktorjon.co.uk/trusted%20campaign/trusted1.html>  
or contact *Doktor Jon* by e-mail - [helpdesk@doktorjon.co.uk](mailto:helpdesk@doktorjon.co.uk)

Notes for Editors:- *Doktor Jon* is a UK based independent Advisor who has been working in the CCTV Industry for over 28 years. In June 2004, he launched a small personal website project at [www.doktorjon.co.uk](http://www.doktorjon.co.uk), which has since grown into a unique site with almost 1,300 pages of information on video surveillance; and has attracted well over half a million hits, with visitors from at least 102 countries worldwide. Apart from detailed information on technical and operational issues, the site also provides a unique free CCTV 'Helpdesk' service for anyone looking for more personalised advice, along with a recently launched Forum, to allow industry insiders to communicate and interact with both consultants and end users alike (press and media are also very welcome to join). If required for publication, CCTV photos are available on request.