

## Zicom unveils 'Ziman', a new age 24x7 Virtual Protector



### A fingertip solution to prevent Crime

MUMBAI: Zicom Electronic Security Systems Limited, the BSE and NSE listed Rs 6.9 billion IT enabled company has launched 'ZIMAN,' a 24 x 7 Virtual protector with the aim of preventing the rising crime against women and children across the country. Imagine this: Your sister is on her way back to home after working pretty late in the office and comes across some hooligans wanting to trouble her... Or, your father is out on the street at night carrying some money to be handed over to a relative who is faced with some medical emergency and facing some thieves wanting to rob him... In both the situations, nothing much one can do. Thanks to technology and Ziman, there is so much one can do in such a situation today.

"With the incidents of crime increasing day by day, Zicom being the leader in the business of security, we took up on ourselves to create a unique mobile application which will provide 24x7 response services to the victim when in danger besides informing their family members. In case of an emergency when the victim is in dire need of immediate assistance, Ziman provides it," said **Mr. Pramoud Rao**, Managing Director, Zicom.

After the launch of this fingertip solution to prevention of crime, Zicom organised a panel discussion moderated by **Mr. Viveck Shetty**, All India Head of Media Cell for CGSI and MD, Indus Communications. "The most successful marriage of our age is the marriage of technology and mankind. And this is another bold step in that direction. In this marriage, there is no scope for divorce, only a provision for upgradation."

Participating in the panel discussion, noted Bollywood director **Mukesh Bhatt** said, "Since the fear factor makes everyone vulnerable, it is important to have a 24 x 7 virtual protector Ziman with everyone." "Ziman is the best gift one can get during this Christmas season as Pramoud Rao comes as Santa clause by launching this wonderful mobile app," said Mr. Bhatt.



Longinus Fernandes, Bollywood Choreographer. Viveck Shetty, All India Media cell head CGSI. Ashok Pandit, filmmaker and social activist. Alka Kerkar, Deputy Mayor. Pramoud Rao, MD Zicom. Mukesh Bhatt, Film Director. Anandini Thakoor, Social activist. Sandhya Shetty, National Karate champion and Model.

“A mobile app like Ziman was very badly in need in today’s world since it can capture and record the crime as it is. This will go a long way in preventing crimes and even providing valuable evidence to punish the criminals,” observed **Ms. Alka Kerkar**, Deputy Mayor, Mumbai.

**Anandini Thakoor**, Chairperson of Khar Residents Association urged the police department to use Ziman and promote it for the safety of the citizens.

“Ziman will be the answer to the safety of women who work late at offices, call centres or even at film shoots,” said **Ms Sandhya Shetty**, model, actress and National Karate Champion who dwelled at length about her personal experiences with security problems.

“Creating awareness about Ziman can reduce crime rates against women tremendously,” observed **Mr. Longinus Fernandes**, well known Choreographer of Oscar winning film Slumdog Millionaire.

Creating awareness about Ziman in the society will go long way in preventing crimes, agreed all the panellists. Mr. Bhatt and Mr. Pandit volunteered to promote Ziman in the film industry through twitter and using the websites of the various industry organisations they are associated with. "Since Ziman is a mobile application without any commercial objective, I will speak to people in the industry about its benefits and ask them to use it," said Mr. Bhatt.

"We are planning to talk to various government agencies to work closely and take this initiative for the benefit of the people as a CSR activity from our end," concluded Mr. Pramoud Rao.

Ziman can be used as your virtual protector that converts your mobile phone to a security device. You can call for help as well as help yourself. It helps before emergencies with security alerts tailored to your location since you are aware of potential security risks and take appropriate proactive action. During an emergency, you can activate Ziman in 5 seconds by just pressing the Power button on your Smartphone 5 times when you are in any danger and it will send out alerts to your emergency contacts requesting for help. Even after an incident has occurred, Ziman helps by providing an emergency map that provides a list of emergency services located in the vicinity of the incident.

Ziman can be activated and used in various emergency scenarios where you are at risk like – robbery attempts, sexual or physical assaults, accidents, medical emergencies etc. Needless to say the importance of having Ziman in today's world where crime rate against women and children are increasing on a daily basis.

This innovative virtual protector – ZIMAN is available exclusively on the Samsung smart phones across the country. After downloading ZIMAN free of cost, one would need to agree to the terms and conditions before you can proceed with the registration. Once successfully registered, the user will need to enter the mobile details and email addresses of their emergency contacts.

ZIMAN can be triggered in the following ways – By using 'Power button': By pressing the Power button on your smart phone 5 times in quick succession or by using the 'On screen button': By tapping once on the onscreen button. By default both ways of activation are enabled.

"Ziman is the result of our search and innovations for making lives safe for its users," says Mr. Pramoud Rao, Managing Director, Zicom India. "Moreover, Ziman is easy to use and cost effective too," he adds.

Once Ziman is triggered, it sends SMS alerts to the emergency contacts of the user with the current location. In addition to the SMS alerts, the following critical actions are also triggered: Email alerts are sent to the emergency contacts along with your location details on a map, an automated voice call is made to the emergency contacts alerting them about the incident, emergency responder contact information (i.e. Police, Ambulance Services and Hospitals) in the vicinity of the user's current location is sent via SMS to the emergency contacts so that they can take further action effectively. In addition, user's mobile phone automatically sends a video clip, audio clip and photographs of immediate surroundings to Zicom's Cloud server. This information is kept confidential in accordance with Zicom's Privacy Policy and can be provided as an incident report to authorized personnel i.e.; emergency responders e.g. police or the user's emergency contacts after validation. Moreover, the user can have 5 alert credits per month. In case the user use up all the 5 alert credits, they can purchase additional credits. Ziman application has a mascot which looks like 'superman' when it is opened.

Moreover, Ziman can get alerts on adverse weather conditions, security incidents and relevant security news on your phone. It also helps the user to find hospital or police stations near to the user's location. The user of Ziman can make changes of profile picture, emergency contacts details from Settings Menu.

However, Industry grapevine suggests that there are some agencies introduced and failed similar apps which never worked. Faced with a situation when the users tried those apps, they were made to listen the never ending recorded instructions; thus wasting the precious time to prevent the crime to happen in the first place.

"Well, those agencies never had the facility to send a video clip, audio clip or photographs of the immediate surroundings to a command centre like Zicom's Cloud server which is monitored 24x7. Compared to Ziman's features, they were nowhere near to it," says Mr. Pramoud Rao. "Moreover, Ziman is developed by one of India's largest IT security solutions and service provider with the tremendous backing and implementation of latest technology," he concludes.

Ziman is a new age security innovation by Zicom to protect the lives of its users.