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OpenALPR Technology, Inc. Releases Cloud Service for Automatic License Plate Recognition and Vehicle Classification.

March 1, 2016 - OpenALPR Technology, Inc. has announced the availability of a cloud service that empowers application developers to access automatic license plate recognition and vehicle make, model and color as a monthly service. OpenALPR's Cloud API offers four pricing tiers based on usage including a free tier. Pricing ranges from \$49 to \$995 per month. Images are posted programmatically to the OpenALPR cloud via a REST API. By leveraging the power of cloud computing, the OpenALPR Cloud service analyzes images and returns results in milliseconds. The service is based on Amazon Web Services infrastructure which enables it to scale to handle millions of requests per month.

"Our pricing model is not only unique to the surveillance industry, but we are opening up a whole new class of use cases outside of traditional parking enforcement deployments", according to Matt Hill, President and Founder of OpenALPR Technology Inc. "The company's mission is to drive down the cost of LPR in order to enable new and exciting uses of the technology and we believe that our Cloud API is doing that and more."

OpenALPR also offers an agent for customers who want to deploy on premises or as a hybrid cloud. Traditional automatic LPR software is expensive and proprietary. OpenALPR works with any IP camera and runs as a standalone application, independent of the complexity of video management system. Traditional LPR software is typically sold with proprietary cameras that can cost \$10,000 to \$20,000. The OpenALPR agent is licensed at \$1,000 per camera or \$50 per month with no annual contract or commitments.

Hill stated, "We are being disruptive in the traditional market of surveillance and blazing new trails in business intelligence and business analytics."

Originally developed as an open source project, with developers around the world contributing to code improvements, OpenALPR has made a commercial version that provides higher performance and video processing enhancements that can be embedded in proprietary applications.

About OpenALPR Technology – OpenALPR Technology develops accurate, affordable and open automatic license plate recognition and vehicle classification software. The technology is available on premises and as a cloud service. Try OpenALPR for 30 days at no charge at: www.openalpr.com. For more information email info@openalpr.com.