



**FOR IMMEDIATE RELEASE**  
**City of Duluth Police Department**

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**DATE: 04/18/2012**  
**NATURE OF INCIDENT: Media Invite to Press Conference on iWatchDuluth Program**  
**CASE NO.:**  
**INCIDENT DATE :04/19/2012**  
**INCIDENT TIME: 4:00PM**  
**INCIDENT LOCATION: Public Safety Building (Training Room)**  
**SUBJECT: Media Invite to Press Conference on iWatchDuluth Program**  
**BY: DPD Public Information Officer Jim Hansen (218) 390-2232**

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The Duluth Police Department is excited to announce the “iWatchDuluth” program. It will be going “live” in Duluth on Thursday, April 19<sup>th</sup> 2012. iWatchDuluth is a free mobile application that allows citizens to turn in crime tips, images and videos about crimes or suspicious activity directly to law enforcement from almost any mobile phone or computer. Now you can send tips anonymously, securely and easily. When tips are sent they are received in a secure environment and displayed on Duluth Police supervisor’s dashboards (computer/smartphone).

Android, Apple and soon on Blackberry smartphones can be used—application is available for 94% of devices used by 85 million citizens. This helps foster community awareness about suspicious or criminal activities. Currently there are 300 million mobile devices in use, expected to be 7.2 billion by 2015.

iWatch has Internal Social Network to permit information and investigative sharing of tips and research.

iWatch was launched in the United States in 2007 and is currently in use in 68 police and sheriff’s departments. Over 500 cities across the US are either in negotiations to build one or have started to build an iWatch system. Dallas PD Deputy Chief, Brian Harvey reported over 1,600 tips, with 1,000 actionable tips, 250 calls for service and over 70 felony arrests have been generated by iWatch tipsters in there city.

The Duluth Police Chief Gordon Ramsay will announce the program at a press conference on Thursday, April 19<sup>th</sup>, 2012 at 4:00PM in the Public Safety Building Training Room. Duluth Police Investigator Mike Tinsley will put on a short power point presentation and give a *hands on* look at how the system will work. Media are encouraged to attend.

You can check out the website at <http://iwatchduluth.com>.

***“If you See Something.....Say Something.....iWatchDuluth.....Do You?”***

