



# WCS Wildlife Guardian

Mobile Species Identification & Reporting Software





90%

of law enforcement officers experience difficulties in identifying species and animal products

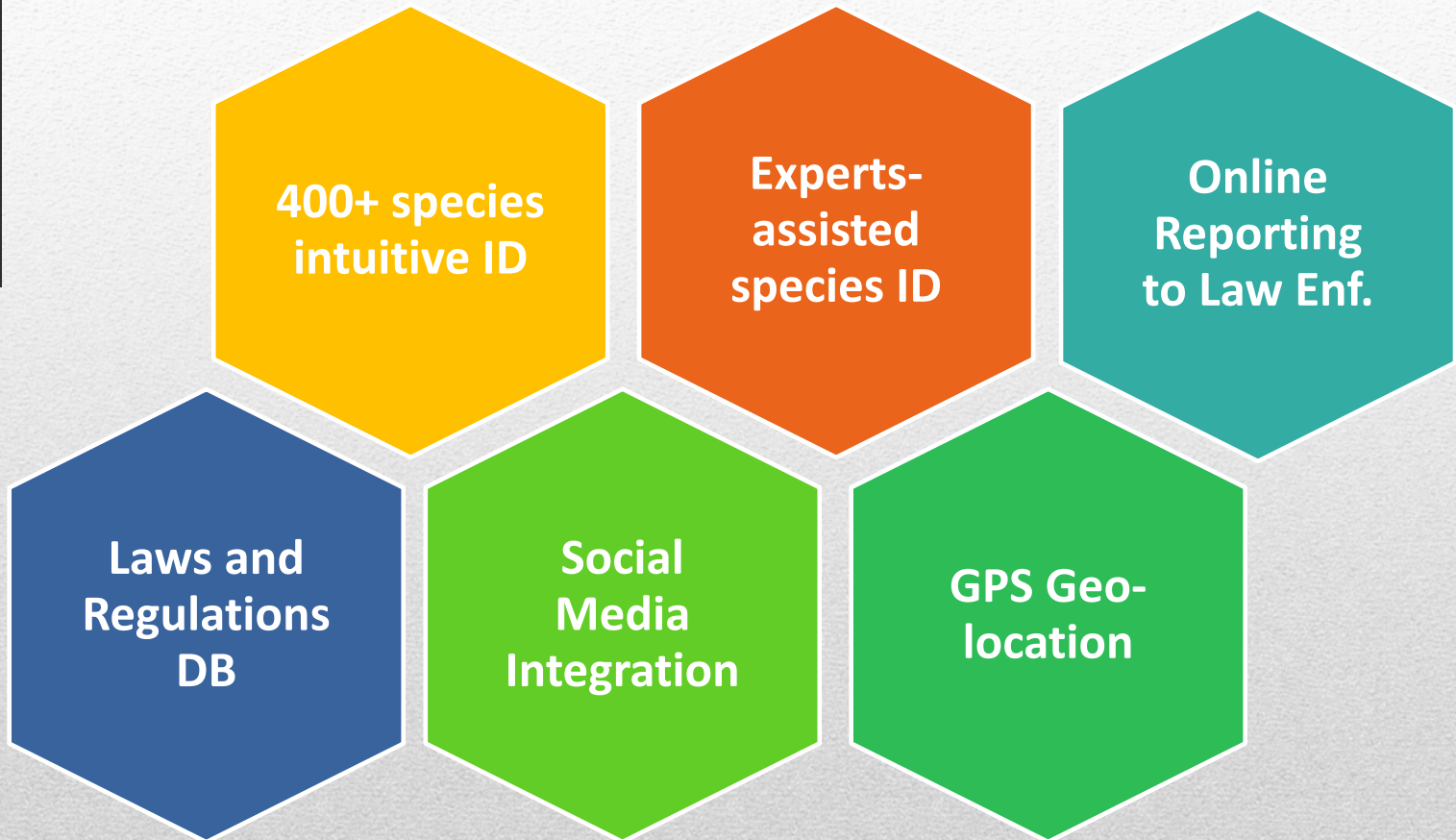


# WCS China advantage

- ✓ Endorsement by Government (Forestry Police, Customs, etc.)
- ✓ 400+ species database
- ✓ Well-established practice of capacity building workshops
- ✓ 24/7 Experts' Support
- ✓ Extensive network of civil society partners



# Main Features





### Features

- Computer assisted search
- Expert support
- News feed
- Geo-location

### Database

- 200 species

### Deployment

- Beijing and Guangdong law enf.

### Platform

- iOS

### Features

- Case Reporting
- Social media integration

### Database

- >400 species
- 15 products

### Deployment

- Customs
- NGOs

### Platform

- Android

### Features

- Multilanguage support

### Database



































- >600 species
- >30 products

### Platform

- HTML5 (web-based)

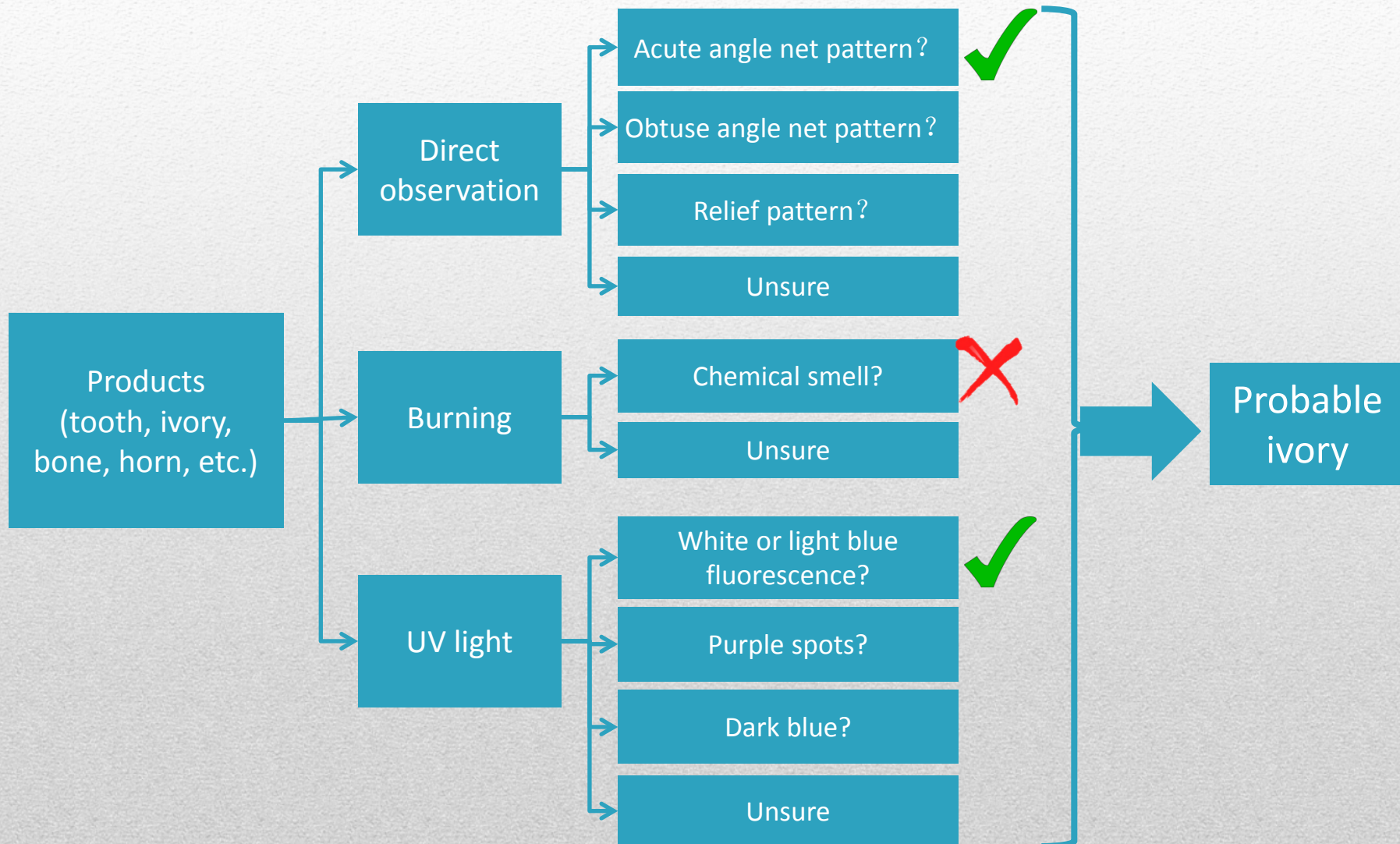
# Timeline

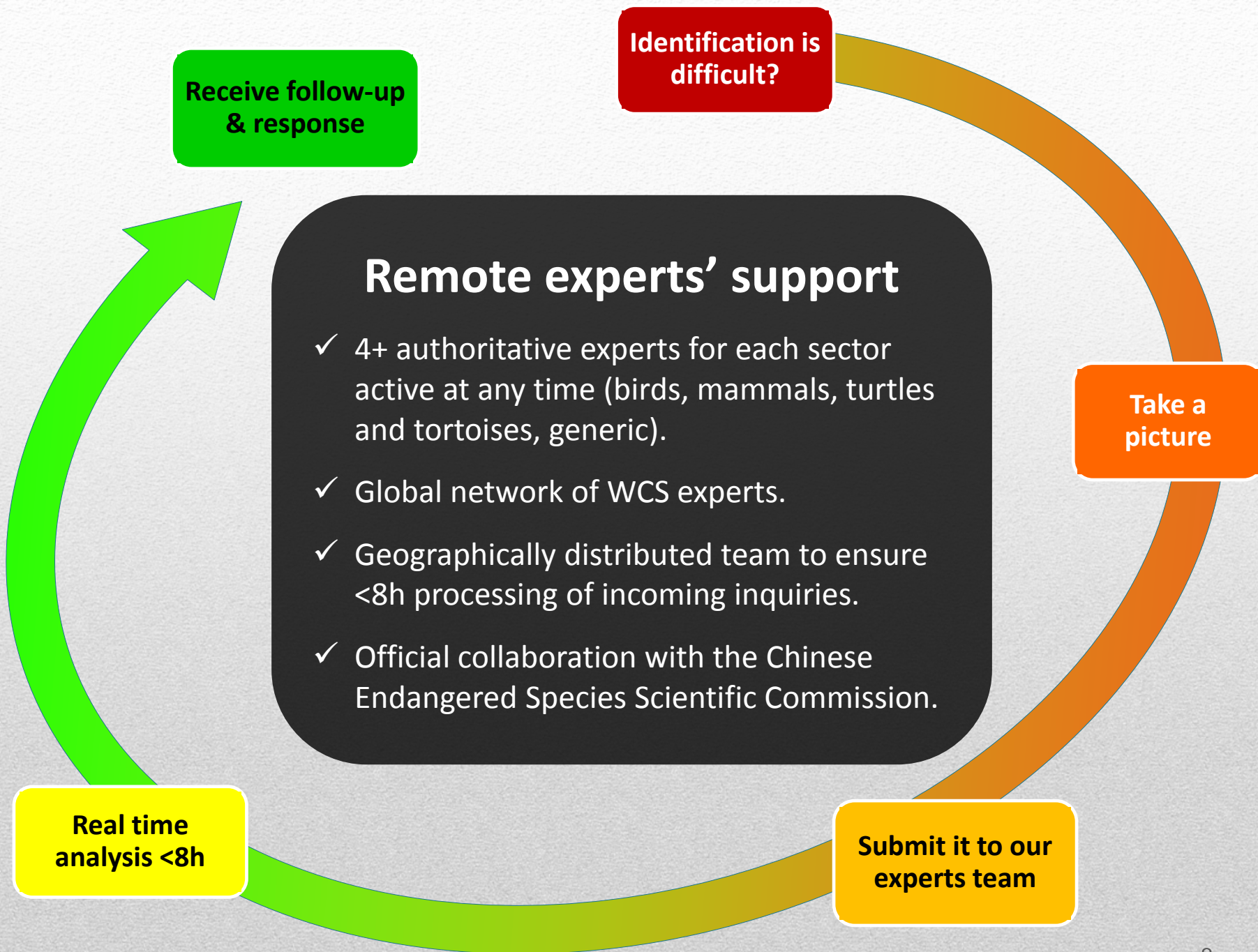
# Search key criteria (birds)

FEATURE	OPTIONS (note: choice is not compulsory)									REMARKS
BODY SIZE	<15 cm 	15<x<25 cm 	26<x<30 cm 	31<x<60 cm 	>60 cm 	Unsure				Selection includes +/- 5 cm tolerance
PLUMAGE COLOR										Multiple choice available
BEAK SHAPE	Hooked 	Small 	Big 	Long 	Short 	Upturned 	Flat 	Unsure		
CLAW SHAPE	2 front + 2 rear 	3 front + 1 rear 	2 front + 1 rear 	All front 	pawed 	Unsure				
BODY SHAPE	Parrot 	Eagle 	Passeriformes 	Goose & duck 	Owl 	Pigeon & dove 	Egret & Crane 	Pheasant 	Others	

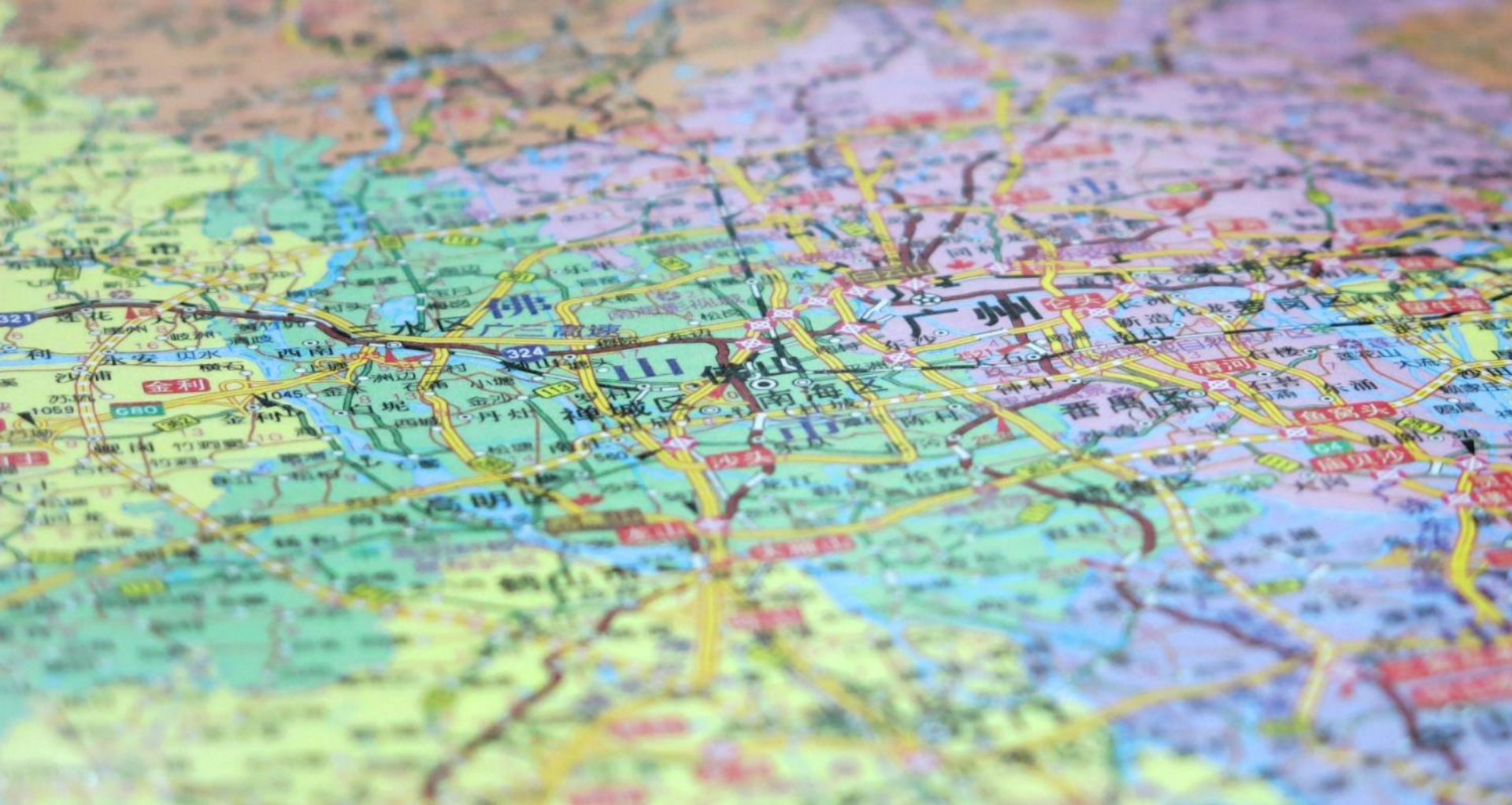


# Search key criteria (ivory products)












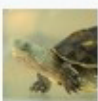

**Geographic location** is used to provide **quick reference** to the closest law enforcement and animal welfare organizations, to **facilitate intervention** through the submission of detailed reports and to collect **anonymous statistics** for assessing the size and distribution of reported illegal wildlife trade.





**Social media integration** with existing Chinese platforms will enable a greater **public involvement** and facilitate the **outreach** of our initiatives through ad-hoc promotion and **sensitization activities**.



状态: <input type="button" value="正常"/> 物种类型: <input type="button" value="全部"/> 国家级别: <input type="button" value="全部"/> CITES: <input type="button" value="全部"/> IUCN: <input type="button" value="全部"/> 物种名称: <input type="text"/> <input type="button" value="查詢"/>								
ID	物种名称	物种类型	版本	级别	配图	简介	创建时间	管理操作
100315	红耳龟 Red-eared Slider	龟类	1	国家: 不适用 CITES: 未列入 IUCN: 无危(LC)		头颈部布满黄绿色和黑色纵纹, 眼后有一个明显的红色斑块。	2012-12-07 17:34:42	<a href="#">修改</a>   <a href="#">删除</a>
100314	眼斑水龟 Eye-spotted Turtle	龟类	1	国家: 三有 CITES: 附录III IUCN: 濒危(EN)		背甲浅棕黄色, 有黑色的放射细纹, 头部黄色, 有细密的黑色斑点。有两对色彩不同的眼斑, 眼斑中间有黑色斑点。颈部棕色至暗绿色, 有数条黄色至红色条纹。...	2012-12-07 17:34:42	<a href="#">修改</a>   <a href="#">删除</a>
100313	四眼斑水龟 Four Eye-spotted Turtle	龟类	1	国家: 三有 CITES: 附录III IUCN: 濒危(EN)		颈部有数条黄至红色的条纹。头部有两对色彩相同, 青色或黄色眼斑, 眼斑中有一黑点。	2012-12-07 17:34:42	<a href="#">修改</a>   <a href="#">删除</a>
100312	黄头庙龟 Yellow-headed Temple Turtle	龟类	1	国家: 不适用 CITES: 附录 II IUCN: 濒危(EN)		背甲黑色平滑, 幼体有一条不明显的棱。成年个体背甲可达50cm左右。腹甲黑色, 黄色斑纹。头部青灰色, 带有明显的黑色和黄色斑纹。...	2012-12-07 17:34:42	<a href="#">修改</a>   <a href="#">删除</a>
100311	中华条颈龟 Chinese Strip-necked Turtle	龟类	1	国家: 三有 CITES: 附录III IUCN: 濒危(EN)		背甲最长可达30cm左右, 黑色, 有黄色斑块。头颈部布满草绿色条纹。脊棱突出, 侧棱不明显。	2012-12-07 17:34:42	<a href="#">修改</a>   <a href="#">删除</a>
100310	乌龟 Chinese Three-keeled Pond Turtle	龟类	1	国家: 三有 CITES: 附录III IUCN: 濒危(EN)		背甲浅棕或棕褐色, 随着年岁增长逐渐变黑。头部和颈部有不规则浅绿、黄至白色条纹。	2012-12-07 17:34:42	<a href="#">修改</a>   <a href="#">删除</a>

**Database** back-end provides an **easy-to-use** interface that allows for a **collaborative management** and updating of 400 and counting detailed species records.

- a) Forestry Police & Customs
  - Vis-à-vis to high-level officials
  - Regular capacity-building workshops
  - Short and focused ad-hoc training events
- b) Civil Society Organizations
  - Periodic *app-focused* meetings
  - Mailing lists
- c) General Public
  - Media and social media campaigns



# Promotion and dissemination



# Synergy

Wildlife Guardian will become a framework for consolidating current WCS strategies to fight illegal wildlife trade and enhance their impact.

Market monitoring activities are the main focus of this software. Its versatile capabilities will also enable to deliver knowledge and sensitize both the public and law enforcement officers towards wildlife protection.



# Test case

A law enforcement team has found a bird that looks like a parrot in a pet shop in Guangzhou.

A quick on-site identification of this bird's species is needed to understand whether its trade is illegal or not, and assess how severe is the breach of law.



Body size: around 500 mm



# 3-step identification

**自助识别**

请输入物种名称

Mammals

Birds

Turtles

Soft-shell turtles

自助识别 拍照咨询 数据地图

**特征查询**

体长大小  
请选择体长大小特征

比鸽子小, 15cm以下

比鸽子大, 15cm以上

Body size

Plumage color

Beak shape

Claw shape

Similar to...

Search

**搜索结果**

共有7物种满足条件

- 折衷鹦鹉  
体型短胖、尾巴稍呈方形，上喙有缺刻，雄性羽毛绿色，翼下...
- 大紫胸鹦鹉**  
上嘴（雄鸟）亮红色，头、胸紫蓝灰色，具宽黑色髭纹。雄...
- 红领绿鹦鹉  
常见贸易种类，与亚历山大鹦鹉的区别在于体型更小，肩部没...
- 绯胸鹦鹉  
胸部粉红色。头顶及脸颊紫灰色，眼先黑色，枕、背、两翼...
- 蓝额亚马逊鹦鹉  
中型的绿色鹦鹉，脸部黄色，额头蓝色，眼圈白色。



# ✓ Derby's Parakeet

- listed in CITES Appendix II
- sale prohibited without license.

The shop-keeper is required to show the license for trading this bird. If they fail to provide it, action must be taken according to the laws and regulations referenced in the species fact-sheet.





## 动物守护者



View In iTunes

Free

Category: [Utilities](#)

Released: Mar 17, 2013

Version: 1.0

Size: 84.7 MB

Language: English

Seller: Shenzhen KHX Software Co., Ltd.

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Rated 4+

**Requirements:** Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th

# WCS Wildlife Guardian

Now available on iTunes

[http://china.wcs.org/s/WildlifeID\\_iOS.aspx](http://china.wcs.org/s/WildlifeID_iOS.aspx)

## Description

通过自助查询和拍照咨询两种方式，协助使用者达到快速识别动物物种的目的。此次发布的是该软件的第一版，收纳了200种贸易中常见物种的信息。开发者希望这个软件能为野生动物的保护和管理工作提供有效支持。

软件功能有：

自助查询：通过筛选动物特征值，辅助用户快速确定物种，并显示该物种主要信息（中英文名称，拉丁名称，主要特征，保护级别等）。

拍照咨询：注册用户可将须鉴定的物种拍照上传至后台，由后台专业人员进行辨认并回复。

数据地图：在注册用户同意的状态下，将用户查询的物种信息和GPS地理位置上传，并显示在手机地图上。

法律法规：收集了野生动物保护的相关法律法规。

最新消息：分享野生动物保育的相关新闻及信息。

[KeHongXun Web Site](#) ▶ [动物守护者 Support](#) ▶

Contact us: [wcschina@wcs.org](mailto:wcschina@wcs.org)

## iPhone Screenshots



