Incident Report.

New Orleans Terrorist Attack

January 1, 2025

Incident Description

On Wednesday, January 1, 2025, a large crowd gathered on New Orleans' iconic Bourbon Street to ring in the New Year and gear up for the upcoming Sugar Bowl at the New Orleans Superdome.

Around **3:15 a.m.,** 42-year-old Shamsud-Din Jabbar, a former U.S. Army paratrooper, drove a rented electric pickup truck into a crowd of revelers, killing 14 people and injuring more than 30 others. He exited his truck, wearing tactical equipment, armed with an AR platform rifle equipped with a suppressor and a handgun, and opened fire at responding law enforcement. Two officers were injured during the exchange of gunfire as they neutralized the threat

> **"** [Jabbar] was **hell-bent** on creating the **carnage and the damage** that he did.

Anne Kirkpatrick,
New Orleans Police Department Superintendent

About the Suspect

Jabbar served 13 years (2007–2020) in the Army's active and reserve components. After his honorable military discharge, Jabbar worked as a real estate agent in the Houston, Texas, area.

Jabbar's criminal history spans his time in uniform and the years that followed. He was charged with driving while intoxicated while stationed at Fort Bragg, NC, and faced domestic-related charges involving his ex-wife.

Leading up to the events on January 1, 2025, in New Orleans, Jabbar rented a Ford Lightning pickup truck in Houston, Texas, through the Turo car rental website on December 30, 2024. He then drove from Houston to New Orleans.

Between **1:29 a.m.** and **3:02 a.m**., five videos were posted to Jabbar's Facebook account, where he initially mentioned plans to kill his family but stated that he had changed his plans to create a "more sensational headline," suggesting he altered his intended actions to achieve greater public impact, leading to the tragic events in New Orleans. He also stated that he had joined ISIS earlier in 2024.

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Truck crashes

Truck driven three blocks

Attacker drives truck around police car onto Bourbon St.

Truck seen on Canal St.

> **"Once the gunfire stopped, we stayed in the alcove until the gunfire stopped, came out into the street, and came across a lot of — several people who had been hit, [we] wanted to see what we could do to help."**
>
> Nicole Mowrer, visitor from Iowa and eyewitness during the New Orleans attack

Following the exchange of gunfire between Jabbar and law enforcement, officials found two improvised explosive devices (IEDs) in the rented truck along with an ISIS flag. Another IED was also located in a random location in the French Quarter.

The Federal Bureau of Investigation (FBI) is investigating this attack as an act of terrorism.

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ZeroEyes Incident Analysis

In outdoor, open areas with hundreds—potentially thousands—of people gathered together, layered security approaches are crucial to keep the area as safe as possible.

Metal detectors can be used to screen those entering the event. Police and security personnel can patrol the area. But the human eye can't see everything all at once, and things can be missed.

Eyewitness testimony and screams of fear can fuel chaos, spread misinformation, and complicate police efforts. **Visual gun detection technology can give police immediate knowledge of the suspect's location, description, type of weapon, and direction of travel,** to help minimize risk and potential tragedy as quickly as possible.

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Proactive Detection and Situational Awareness Saves Lives

Founded in 2018 by a team of technology experts and former Navy SEALs who lived through countless active shooter situations, ZeroEyes was created to protect people from facing similar circumstances.

ZeroEyes delivers a proactive, human-verified, visual gun detection and situational awareness solution that integrates into existing digital security cameras. Providing situational awareness can reduce response times— potentially saving lives.

Learn More About Zero Eyes

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