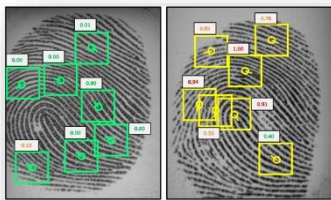


## The World Leaders in CCTV Investigation Joins CommSmart Global Group, a LexisNexis Risk Solutions Partner

Policing and solving the crime has taken us in so many directions since the inception of policing by Sir Robert Peel in 1829. Back then, it was pure street logic with a whiff of luck that solved the crimes. The public played their part, maybe more so than they do today. There were no social or technology tools available, just down-to-earth plodding to solve the crime by communication, word of mouth, so to speak.



Fingerprints didn't start until 1891, by Juan Vucetich, an Argentine Police Official, who began the first fingerprint files based on Galton pattern types. At first, Vucetich included the Bertillon System with the files. In 1892, Juan Vucetich made the first criminal fingerprint identification.

DNA or **DeoxyriboNucleic Acid** is a thread-like chain of nucleotides studied by Professor Sir Alec Jeffreys, who invented DNA fingerprinting at the University of Leicester 34 years ago and is the ongoing means in crime solving today.



Sir Robert Peel would not recognize the landscape of crime fighting or the proactive digital requirements of today, sadly not all policing does either! Preventing and solving the crime is time consuming, costly and an arduous task. The dedication of officers, their passion for resolvment is evident in all we read.

With the cost-cutting continuum, frustration abounds and the more we are required to turn, rightly so, to digital technology. **CommSmart Global Group**, with its **Risk Solutions Partner, LexisNexis** has concentrated on the implementation and successful usage of crime analytics and predictive analysis at a level that has assisted so many law enforcement agencies, who have to reduce costs and increase their technical abilities and success.



It is all about *Skill-Sets*, we, as companies and partners know all about how global law enforcement works. We all mostly started on the 'beat' with training second to none, at the Hendon Police College in the U.K. For some of us, more years than we want to remember!

Not just **Normal Street Policing**, but **Counter-Terrorism, Cyber Analysis, Fraud, Major Crime, Gangs** and **CCTV Data Collection/Analysis**. In review, we have left nothing unturned and amassed intelligence and solutions that are imparted to our clients globally for demanded success.

Our developed and proprietary technology, software/hardware, professional services and coaching are unique in all aspects. Not all of our solutions are technology based, our partner, **Super Recognisers International (RSI)**, which is not a mis-spelling, as originated in Great Britain has now expanded jointly to the United States of America.



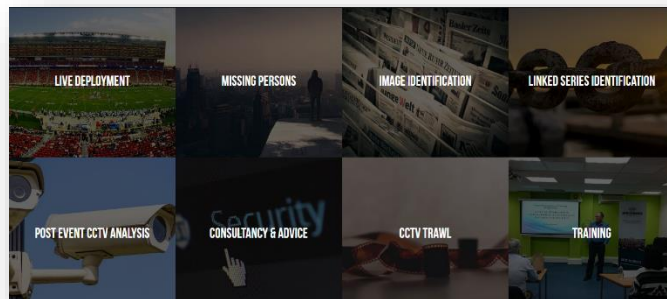
I mentioned early about *Skill-Sets*, **Hard Skill Sets** can and are trained events that all must abide by. **Soft-Skill Sets** are within the person or individual themselves and you might even have no idea what they really are or how important a part they can play in the daily workload within your organization.

In London alone, it is estimated there is one CCTV camera for every fourteen people. Surveillance technology is continually advancing and can be utilized to deliver clearer video imagery containing footage of crimes and missing persons.

We have combined *Super Recognisers* members of our team with the skill to identify people from CCTV images, along with experienced investigators, to form *Super Recognisers International (RSI)*; the forefront of CCTV investigation, now available in North America.

Our services in regard to CCTV:

Super Recognizers are people with extraordinarily good facial recognition ability. It is the extreme opposite of prosopagnosia. It is estimated that 1-2% of the population are super recognizers who can remember 80% of faces they have seen.



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The average person can only remember about 20% of faces they have seen. Super Recognizers have proved to be far superior to computer recognition systems.

SRI super recognizers are trained in behavioral analysis, facial mapping, gait analysis and are academically identified by the University of Greenwich as being part of the 2% of the population.

*Super Recognisers International* was formed with the aim to use the natural ability of our SR's which has been

identified via the University of Greenwich and our own internal testing to offer a full service around CCTV based investigations. That is why our officers are fully vetted and have further training and exams which includes behavioral and gait analysis, facial mapping and investigative exams.

Working with law enforcement on crime incidents, missing persons, sports facilities, malls, conference and event facilities, nightclubs and Smart Cities, our capabilities are second to none and cost-effective in management and time.

*CommSmart Global Group, a LexisNexis Risk Solutions Partner* brings an additional level of expediting crime solving, recognizing individuals and connecting with crime and public record data. This unique capability is available now in North America.

**Telephone: U.S.A: (515) 200.7068 or (330) 366-6860 U.K.: 0207 1019247**

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