Comm mart Global Group

A LexisNexis Risk Solutions Partner

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Digital Policing NOW!

*Crime Analytics, Predictive Analysis, Proximity Contextual Communications,
Cross Border Data Sharing & Time Sensitive CCTV Investigation Tools*

When you look into a crowd, what do you see, focus on?

Is it their faces, how they walk, what they are wearing or is it just the size of the moving mass of people that overwhelms you?

The art of facial recognition is a misnomer, there is more to the image that meets the normal eye. It is not just the facial attributes, it is a collective overall picture that must be remembered, stored for cross-checking and comparison.

Today there is so much CCTV footage being recorded, over-recorded as the day's cycle and removed forever. Even though we record the events of the day from many differing aspects, we do not have the time to watch it back in real time. In the event of a criminal act, today there is in the majority of cases some video which we can reach, replay, review and see exactly what occurred from the CCTV camera angle.

The immediacy of obtaining the recorded criminal segments without compromise is vital. The clock is ticking and the culprit is long gone, the fresh evidence is there contained in a CCTV recorder, which the investigators do not have access until *Crime Scene Investigators* extract the details, which may not be until they take the device back to HQ.

Virtual instant access is now available when permission is granted. Not only download the incident footage, it is now able to be distributed to all involved in the investigation to their Smartphone and tablets. Allowing for specific information, description, facial attributes and the actions of the crime to be with everyone in minutes. The original footage is untouched and in a secure position. The downloaded CCTV footage is encrypted, date stamped and coded to maintain chain of evidence.

This is a major step in the collection of CCTV evidence of footage, making a vast difference in solving crimes.

Our competence in understanding that the majority of CCTV recordings, which are pretty pathetic in quality, position placement or the lighting is abysmal, shows sadly perfection is in the minority. With all this mind, our ability to change those issues in post-production without compromising the original footage is at hand. Our proficiencies to bring back the quality of the footage to solve the crime is available on all levels and at your fingertips.

Whilst this is vitally important, so is the building of CCTV repositories connected to other criminal and public data on a national and international basis with cross-border access.

Not just the facial recognition but also object and clothing recognition aptitudes as well. It has been in existence and in use since 2013.

It is not just our proven proprietary *Artificial Intelligence* and *Algorithms* which are making vast differences, it a special human factor as well. Recognizing a person within a crowd or looking at side by side video or pictures of a person, identifying them is also a unique ability. Super-recognizers are people, approximately 1% or 2% of the population have this incredible attribute and believe you me, they are amongst you. Within police or public safety departments you have one or two of them, they might not be officers, they could be your payroll clerk or even the receptionist. How do we know this? We have proved it over and over again in the U.K. and have developed protocols and testing to extract these people among you and put them to work in major crime-solving criteria.

Budget depletion is a common fact to all public safety departments and investigations are expensive, time-consuming and play heavily on management, officers and the public in wanting responsible results. CCTV with our crime analytics, predictive analysis and billions of public record data enhance the cost-effectiveness of crime solving.

Globally, there is a barrier between third-party vendors, their immense investment in creating crime-solving solutions which are in-line with the demands of departments. **CommSmart Global Group, a LexisNexis Risk Solutions Partner** has former British and American law enforcement officers, embedded crime analytics across America with all major departments and a street level, straight-talking attitude in passionately having the answers and with listening ears.

Criminals and crime solving is hard and takes a very different mindset, we know and understand that. Our approach is like no other, direct, hands-on and an ability to impart to all hard and soft skill sets. Professionalism is the key, coaching the right staff is tantamount to success.

I believe you understand we are more than serious as we all should be. Our crime-solving tools are there to be used, not sitting in a data silo gathering dust. Let us be clear, there are those that think that 'outsiders or vendors' have no place in solving the crime, we do and we are!

Our development and a management team include high raking former Metropolitan Police officers who still know the 'game' inside out, as they have used the tools we make available.

Crime has changed and proven technology is available and continually being updated, afford us some of your time as you would in any investigation process, you will find and understand how we will work together.

Contact Us…