



OmniPerception Limited

Global Security Challenge
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Stewart Hefferman, CEO

- ◆ OmniPerception Ltd
20 Nugent Road
Surrey Research Park
Guildford
Surrey
GU2 7AF
United Kingdom

Tel: +44 1483 688 350
Email: s.hefferman@omniperception.com
Website: www.omniperception.com

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OmniPerception - Overview


- ◆ What do we do?
 - ◆ Two principal activities using our own Intellectual Property.
 - ◆ UK provider of products and services that utilise our own facial recognition algorithms and products.
 - ◆ Products targeted at local and central government, police, physical access control, time and attendance. Geographic market: mainly UK.
 - ◆ UK provider of products and services that analyse images and video to extract brand (e.g. CINZANO / NIKE) exposure data.
 - ◆ Products targeted at brand owners (e.g. NIKE), rights holders (e.g. NFL in USA). Geographic market: worldwide.

Facial recognition

Auto-detection of CINZANO logo






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OmniPerception - Company History

- ◆ Company origins
 - ◆ 2001 - company formed, IPR agreement with University of Surrey
- ◆ Key events
 - ◆ 2003 - awarded SMART funding to commercialise face recognition
 - ◆ 2004 - partner with Sharp to perform face recognition on smart card
 - ◆ 2004 - initial sales of face recognition units into border control / airport
 - ◆ 2005 - secured funding round with Pentech and Iris Capital
 - ◆ 2007 - awarded £1.1m UKTI Technology Strategy Funding
 - ◆ 2008 - first sales of **AFIT.QA** into Police sector
 - ◆ 2008 - HSBC uses OmniPerception facial recognition at data-centres
 - ◆ 2008 - first sales of **Colossus** facial recognition into Police sector
 - ◆ 2009 - acquisition of AIR Ltd for brand exposure market development
 - ◆ 2009 - sign Exploitation Agreement with BAE Systems for face recognition

 UK headquarters

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Products for Police Market - AFIT.QA™

- ◆ Current markets: Civil ID and Criminal Justice Applications
- ◆ Main benefit: enables police officers can capture very high quality images of police suspects, *consistently, every day.*
 - ◆ AFIT.QA captures images of police suspects to ISO 19794-5 standard
 - ◆ AFIT.QA captures images of police suspects to UK PICS (Police Image Capture Standard)
 - ◆ Images taken that do not comply with standard are rejected immediately
 - ◆ Fully integrated with “custody suite” booking process within UK police forces
 - ◆ Allows police force to build database of high quality custody images for local / national / intelligence purposes.


 Demo


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Products for Police Market - Colossus™


- ◆ Current markets: Civil ID and Criminal Justice Applications
- ◆ Main benefit: identification of suspects at booking stage - speeds up custody process and addresses safety concerns.
 - ◆ Colossus - facial recognition search engine for use on large scale (multi-million images) applications within law enforcement.
 - ◆ Suspects claiming false or multiple identities can be quickly discovered.
 - ◆ Dynamic, real-time links to the UK Police National Database can highlight offenders, warrants, outstanding convictions etc.
 - ◆ Image information can be shared between different regional UK Police Forces allowing better communication and improved conviction rates.
 - ◆ Future improvements - CCTV, Blackberry, mobile identification.

 Demo


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Target Markets




Police & Criminal Justice
Image Capture and ID




Passports
Identity Management




Driving Licences
Identity Management




Critical Infrastructure Protection
Secure Access, Smart CCTV And Video Analytics



Finance, Casinos, Construction and other Commerce
Access Control

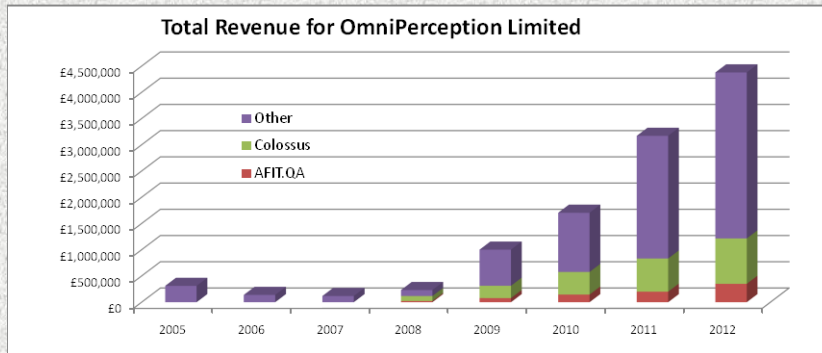


ID Cards
Identity Management

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Financial projections

Financial Year Ending	2005	2006	2007	2008	2009	2010	2011	2012
AFIT.QA	£ -	£ -	£ -	£ 22,000	£ 78,000	£ 145,000	£ 200,000	£ 350,000
Colossus	£ -	£ -	£ -	£ 95,653	£ 235,089	£ 431,267	£ 632,874	£ 865,237
Other	£ 311,000	£ 138,485	£ 117,754	£ 113,790	£ 688,267	£ 1,127,996	£ 2,338,109	£ 3,163,687
Turnover	£ 311,000	£ 138,485	£ 117,754	£ 231,443	£ 1,001,356	£ 1,704,263	£ 3,170,983	£ 4,378,924



Summary

- ◆ Successful implementation of face recognition in Police sector
- ◆ Demonstrable successes:
 - ◆ saving time, saving money, improving efficiency;
 - ◆ keeping it simple (AFIT.QA) when it only needs to be simple;
 - ◆ integrating face recognition (Colossus) with national strategy;
 - ◆ Integrated product range to allow different purchasing decisions;
 - ◆ providing a platform for revenue growth and commercialisation.

Steve Raine, Criminal Records Department, UK

"From day one we could see the benefits of higher quality images, with valuable time saved in every custody centre."

"Most importantly, it delivers consistent, high quality images and staff find it very easy to use."

Chief Inspector Beechey, Herts, UK



Thank you & our commercial partners



Motorola



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