Kinesense
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Kinesense Limited
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Business Description

www.kinesense-vca.com

Kinesense Ltd develops time-saving video evidence management solutions for the law enforcement and security market. Its software-based products include CCTV retrieval, search and reporting solutions.

There has been explosive growth in CCTV surveillance camera installations worldwide leading to enormous volumes of video data. However, the time and effort required to retrieve, view, analyse and report on video footage as evidence, is a huge drain on resources.

Specialising in cutting edge visual technology which enables the automatic detection of events in the video, Kinesense's solutions can help eliminate the time to watch and sift through hours of video for key events. The result is enormous savings in time and money during CCTV video investigations.

Kinesense technology, based on ten years of advanced research, testing, and deployment with police forces, is used by police forces and security agencies, including Technical Support Units, Major Investigation Units, Counter Terrorism Units, Serious Crimes Units, and Overt and Covert Surveillance Teams.

Customers

Kinesense predominantly sells to Police agencies. Over 100 customers use the solution internationally. For example, 60% of UK police forces use our solution. Some of our customers include:

- London Metropolitan Police (UK)
- Northumbria Police Force (UK)
- Greater Manchester police (UK)
- Maharashtra State Cyber Crime (India)
- Indonesian National Intelligence Agency (Indonesia)
- Nepal Police (Nepal)
- Moroccan Police
- Ministry of Interior, South Korea
- Italian SCO (Italy)

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Benefits

Just some of the benefits include:

- Simplifies the process of dealing with video formats so video evidence can be used quickly
- Helps you find key events in the video faster, freeing up staff time
- Helps you generate lines of inquiry quicker
- Helps you build fast and efficient "lifestyle" profiles from video
- Ensures the evidential integrity of video investigations
- Ensures collaboration and professionalism in using video evidence
- Enables better utilisation of staff time
- Eliminates time lags in the preparation of court-ready reports
- Save time during video investigations, from capture to court

Time saving use cases

Problem: Time to watch CCTV	**Solution: Use analytics to find events automatically**
When you import video into Kinesense we analyse the number of hours imported and compare this to the time spent finding events. **Major Investigation Results:** typically, **75-95%** time saving from automatic event finding. Every case differs in the amount of video that must be processed but it is normal for 100,000 hours to be processed in one year. This means that 75,000 hours can be saved per year at an estimated cost of £20 per hour (staff cost), that **is £150,000 per year in savings**. **Surveillance operations:** Typically, **95%** time saving from automatic event finding. Every case differs in the amount of video that must be processed but it is normal for 400,000 hours to be processed in one year. This means that 380,000 hours can be saved per year at an estimated cost of £20 per hour (staff cost), that is **£760,000** per year in savings. **Volume Crime:** Typically, **50%** time saving from automatic event finding. There is less video duration per case but there are a lot more cases. If 300,000 hours are processed per year, 150,000 hours are saved so that's **£300,000** saving per year.	

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Testimonials

Problem	Solution	Evidence
Can't find the perpetrator	The Kinesense solution helps to search video to find key events, identify suspects and verify witness and victim movements.	*"On our first case using Kinesense LE, we had a month of video from one location. After Kinesense LE had analyzed the video files, an investigator got a short explanation about how to use the program. And we found the perpetrator in 5 minutes!"* Oslo Police
Delayed decision making/ actionable intelligence	The volume of CCTV collected in investigations and the technical difficulties mean that watching and reviewing CCTV gets substantially delayed. Our intelligent video algorithms categorize events with in video, ensuring that investigators get to the events that matter fast.	*"It's flexible, enabling you to process and manage large amounts of video data efficiently and effectively which then enables really focused operational decisions to be taken. "* Detective Chief Inspector, South West
No video capabilities for Frontline	Easy to use solution which is available 24/7 for frontline officers	*"Takes video forensics out of the lab and into the front line."* Northumbria Police
Overburdened Digital Forensic Unit (DFU)	Reduction in jobs processed by DFU	*"In 12 months, Northumbria DFU reduced the number of work jobs from 7000 jobs to 600 per year & staff from 11 to 6"* Tony Young, DFU, Northumbria
Need a process to adhere to evidential processing of video e.g. ISO 1725	The Kinesense solution is a one stop shop to deal with video evidence, from capture to court. It is designed tobe fully compliant with ISO 17025 codes of pratice.	"*Standardisation, efficiency, production of credible products, tightening procedures, 24/7 availability for frontline officers are the key benefits we have obtained from deploying the Kinesense system*"

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		Jerry Hewitt, Head of Digital Forensic, Northumbria Police
Difficulty in motivating staff to watch CCTV due to boredom	If there is an event of interest, it will be found accurately.	*" Video Investigation has gone from a laborious, tedious task to being an enjoyable and rewarding experience. Before, staff did not enjoy sitting down to watch thousands of hours of CCTV, however, with Kinesense they know they are guaranteed to get the best outcome with minimal human effort. The solution motivates staff to perform CCTV investigations."* *Detective Superintendent, Nick Wallen, West Yorkshire Police*
Difficulty with playing video	Using Kinesense's smart video technology, different proprietary formats can be converted into a viewable video and shared quickly.	*"The support offered by the Kinesense team in second to none. CCTV is a complex area due to all the different formats. Kinesense constantly strives to help with all the different formats we come across"* Vera Unit, GMP
Too much time and money spent physically transferring video around	Video is imported into the Kinesense system and multiple users can log in from other locations to review and process video. It stops police having to make multiple DVD copies of video and physically transferring data.	*"My headquarters is closer to London than to the other end of the force area. If you think about recovery of product, it can be a six-hour round-trip or even eight hours in the summer "* Sam Willing, head of TSU, Devon & Cornwall Police

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History

Kinesense was founded in 2009, by Dr. Mark Sugrue and Ms. Sarah Doyle. The company is privately owned and its management team include people who have strong security expertise and experience. Some of the key executives include:

Dr Mark Sugrue - Chief Technical Officer

Mark is a widely acknowledged expert in video analytics and related software design and has presented numerous papers to international audiences. Over the last 5 years, he has led Kinesense's participation in several European Union projects including P-REACT and DredBOX.

Mark has a first class honours BSc degree in Applied Physics from the University of Limerick after which, he studied at the Royal Holloway, University of London, gaining a Ph.D. in Video Analytics. He has authored five peer-reviewed publications on video analytics, including an invited chapter in the book, "Reverse Engineering the Human Visual System".

Sarah Doyle - Managing Director

Sarah is co-founder of Kinesense and acting Managing Director. She has extensive experience in managing video surveillance projects and working closely with international law enforcement agencies. She sat on the management board of P-REACT, funded by the European Commission under the FP7 framework which sought to develop surveillance solution to address volume crime in urban environments. She also participated on the board the of Joint Research Council ENRCIP group for Video Surveillance. Sarah has over 20 years' experience in technology and business and has obtained a first-class Honours BSc in Business Development and an MSc in Strategic Management and Planning.

Martin O'Farrell- Police Security Advisor

Martin spent nine years working at the Home Office, initially as the Senior Business Change Officer for forensics within the National Police Improvement Agency and then as Capability Adviser for security in the Centre for Applied Science and Technology (CAST). His role has involved advising UK, European and North American law enforcement and security agencies on business processes on the use of CCTV and introducing police forces to academia and industry to encourage collaboration on new and innovative methods of detection and identification through CCTV and video.

Martin was a serving police officer for 30 years, retiring a Head of Forensic Intelligence in West Yorkshire Police. Martin was a sitting member of the National CCTV user group and was the chair of the European Union Thematic group (ERNCIP) on digital surveillance.