Kinesense

www.kinesense-vca.com

Partnering with Kinesense

Kinesense develops innovative technology to deliver customer centric solutions



Kinesense develops video content analytics (VCA) products for the security and surveillance market. We use our advanced technology to make it easy to manage video and digital evidence, and get actionable intelligence in minutes.

What makes Kinesense different?

Technology	Products	People
• Works with different video formats • Unique algorithm to rapidly search video for key events • Works on poor quality video	• Simple for non-specialists to use • Save up to 95% of time in investigations using CCTV evidence • Flexible enough for individual teams or entire organizations	• Dedicated R&D team • Backed by a board of directors with security industry experience • Develop user-centered products with a customer-first approach

Real results for real customers

Kinesense makes products that reduce the time and effort it takes to retrieve, view, analyze and report on CCTV evidence. We're committed to providing practical solutions to real problems, in everything from product development to technical and sales training for our staff.

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Saves money

One customer watched more than 168 hours of footage, looking for an event where a key suspect was thought to have entered a building. This viewing time cost the department over €4,000, and the user was still unable to find the subject.

Kinesense analyzed the same footage and found the suspect in one hour.

Saves time

Kinesense was tested against manual viewing of 13 hours of footage in a murder case. The investigator needed to find everyone who passed through two doorways at the scene. **Kinesense** completed the task with a 100% detection rate, confirmed by a manual search.

Kinesense reduced viewing time to 10 minutes of relevant clips, or 61 still images of people. This saved 95% of viewing time.

Kinesense and your business

We make it easy for our channel partners to build strong customer relations because our focus is on solving real customer problems.

- We provide all technical and sales training, with a full sales kit for all channel partners.
- **Kinesense's** proven time-saving for customers means you can demonstrate how our products will save them money, even over the short term.
- We work closely with our customers, and invite you to deliver their feedback to us, so we can develop even better tools that meet their needs.
- We collaborate with channel partners on product promotion.
- All of our channel partners have access to whatever **Kinesense** marketing materials they need.

Channel partners tell us we're easy to sell

*"Our pipeline business is excellent. Customers are approaching us looking for **Kinesense** products because they recognize that it really will deliver them cost-effective, time-saving advantages in modern policing.*

The key feature is the time-saving.

That delivers such a strong business case that it makes it a very straightforward selling process."

Richard Kemp, Director, AGX UK

Customers tell us we're easy to use

"The analysis of data can be done overnight. Where we would have spent two or three days looking through tapes for something, this will now do it overnight while we're all asleep. We found [the products] very easy to use."

Graeme Summers, Delivery Support Manager, British Telecom

We're recognized in the security industry for our technology and customer-focused approach to product development. Our tech industry peers have also acknowledged our dedication to technological and business development. Some of our recent achievements are:

- 2010 DIT Hothouse Entrepreneur of the Year
- 2010 IBM Smart Cities Award, finalist
- 2011 Appointed Business Ambassador by the President of Ireland