



THE FACE
RECOGNITION
COMPANY

INTELLIGENT SAFETY

THE WORLD'S FIRST ULTRA-ACCURATE FACIAL RECOGNITION SYSTEM



WWW.THEFACERECOGNITIONCOMPANY.COM



THE POWER OF WEB ANALYTICS, NOW IN YOUR REAL-WORLD STORE

OUR SYSTEM WAS DESIGNED WITH THE FUTURE IN MIND.

Not only does the Face Recognition Company system offer extended functionality in visitor information; the intelligence of online analytics, normally reserved for websites, accessible to your physical store; viewing analytics by footfall or busiest time of day and correlating to sales and strategies regarding deployment of staff and in-store demonstrations – but now it can achieve all of this, regardless of facial features being obscured by scarves, masks or other face coverings. Identity is not restricted to a clear view of the face, as advanced machine learning will detect, with ultra-accuracy, identities with partial feature view.



INTELLIGENT SAFETY

WORLD'S FIRST ULTRA-ACCURATE FACIAL RECOGNITION SYSTEM

Security intelligence is paramount – tracking known faces and identifying new threats to increase security and offer greater protection to your customers and staff.

Your customers and staff want to enjoy the day to day environment of your store or premises. They want to feel comfortable, safe and supported – free to get on with their activities, unencumbered by threat. Our system provides this comfort by – in its simplest form – watching the doors. Anyone that enters that is unwelcome – previous offenders, shoplifters, bag snatchers or abusive or violent individuals – are immediately detected, security is alerted, and the team immediately deployed to the area. When operating an open, public environment, the capacity to identify persons of interest is key to maintaining the security of the environment.

And now, in the COVID culture of legislated face coverings, companies and organisations are facing a new threat. Obscured facial features, using scarves or masks, present a new challenge to security systems. Only machine learning has the capacity to identify features where much of the face is obscured.

The Face Recognition Company's latest implementation has met and exceeded this challenge – providing a new and critical contemporary advance to further support inhouse security systems and protect the public – with ultra-accuracy, regardless of facial obscurity.

DUTY OF CARE

Operators of public access facilities have a clear requirement to consider all aspects of safety of their customers, workers and visitors in general. Sadly, not everyone entering your premises has honourable intentions, and those few can pose a significant threat to both safety and the commercial viability of your operation.

EXAMPLE APPLICATIONS:



Retail Sites
Shoplifters & trouble causers



Casinos & Betting Shops
Cheats & frauds



Hospitals & Healthcare
High risk individuals



Sports Stadia
Hooligans & theft



Transportation Hubs
Pickpockets, vandals & terror threats

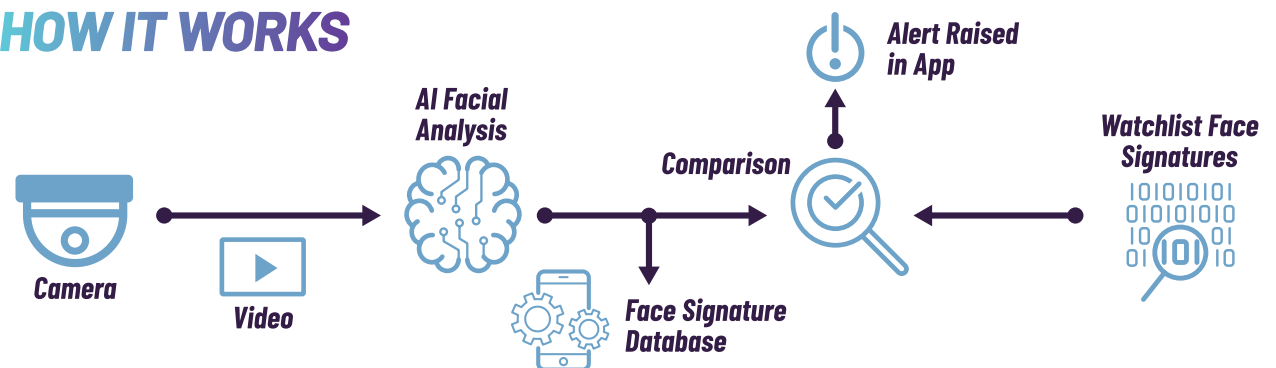


Offices & Commercial Premises
Person of



Colleges & Educational Sites
Problem visitors

HOW IT WORKS



THE TECHNOLOGY

Our technology is world-class and pioneering – designed for a wide range of commercial environments, from retail outlets and hospitals to sports arenas and hotels, the FRC system identifies and alerts about individuals on a watchlist – suspected shoplifters, for example.

IN BRIEF: We offer a three part, fully integrated system.

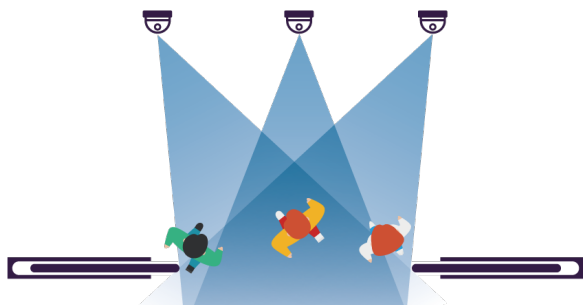
This comprises dedicated smart cameras, server and software to watch the points of entry to your premises. The system detects unwelcome visitors by recognising faces that have previously been flagged, before alerting local security or management to the presence.

THE ESSENCE OF THE SYSTEM IS SIMPLE:



The system is standalone and specific. It doesn't replace your existing CCTV. It's complementary, in that it provides additional, high quality, accurate information to support your other security processes. We've created a simple and intuitive user experience, via our smart phone app, accessible for every staff member, whether floor security or site manager.

MULTI-CAMERA VIEW

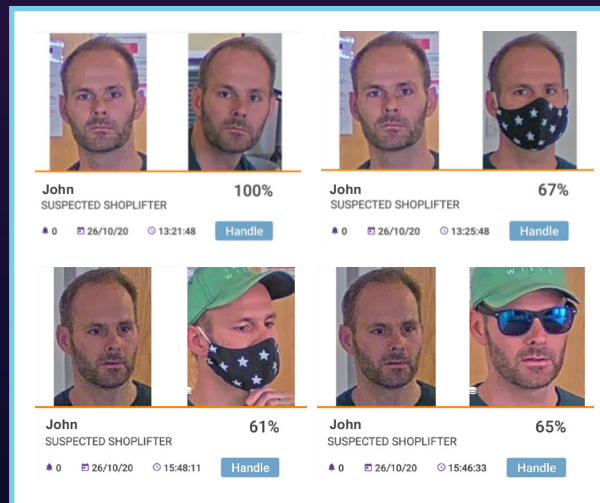


FACE COVERING CAPABILITY

The FRC system is capable of processing partial face information – taking visible information and other data from partially obscured features – to identify an individual. This functionality does not require any changes to how users operate the system, which is now able to identify persons of interest from previous visitor data, whether they are wearing a mask or not.

The technical work required to address the challenge of partially obscured face recognition pre-dates the COVID-19 outbreak, and has been performed using very large datasets from wide ranges of real-world cases in challenging environments.

Any reduction in recognition capability from faces being masked is negligible.



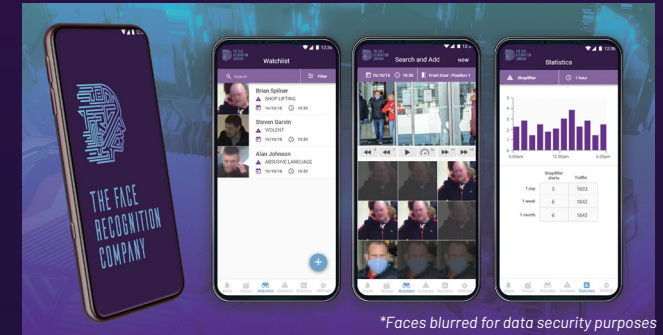
DUAL MODE

Management have access to full administration control, while operator permissions are assigned to general staff – protecting with an additional privacy layer while ensuring ease of day to day use.

What makes us different is the technology – both in accuracy and in ease of use. Our hardware and software protocols offer ultra-accuracy in a proprietary system. It's the only one of its kind in the world, giving you ultimate control and protection, with ongoing future-proof facilities.

EASE OF USE

Machine learning and AI are phrases that are newly populating the commercial world. But far from science fiction, this technology will revolutionise the way in which we do business.



But huge processing power and complex algorithms shouldn't hinder your staff team. So, in application, your team are looking at no more than a simple, visually appealing interface on their smart phone – easy to engage with, fast deployment, accessible and staggeringly straightforward. Machine learning power, harnessed within the elegance and simplicity of an app.

IF YOU WOULD LIKE MORE TECHNICAL INFORMATION PLEASE GET IN TOUCH

OUR SYSTEM IS PROVIDED WITH EVERYTHING NEEDED.

ALL FULLY INSTALLED AND COMMISSIONED, WITH TRAINING PROVIDED TO ENSURE SYSTEM IS EFFICIENTLY DEPLOYED FROM DAY ONE.

KEY FEATURES & SPECIFICATIONS



Near Real Time Recognition



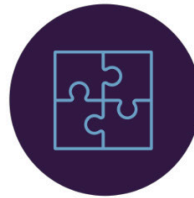
Simultaneous Recognition of Multiple Features



Robust Recognition Engine



Non-Expert Friendly System



Full Solution Approach

Additional features:



No Mask Alerting



People Counting & Return Visit Analysis (BETA)

	FRC	COMPETITORS
Minimum Face Size	Min 45 pixels across the face	Typically 60-100 pixels
Head Pose Side Angles	+/-90	+/-45
Head Pose Elevation Angles	+/-45	+/-30
Minimum Illumination	Close to full darkness (5 Lux)	Typically require 'well lit' environments
Matching Alert Speed	Near real-time (sub 1s)	Typically 4-5 seconds
Watchlist Limits	Feature unrestricted	System dependent
Storage Limits	Feature unrestricted	System dependent
Sunglasses/Cap	Minimal reduction in recognition	Recognition significantly reduced/unreliable
Face Mask Impact	Minimal reduction in recognition	Recognition significantly reduced/unreliable
Face Mask Detection	'No mask worn' alerts generated	Typically 'no'
Exposure to Eyes	Not essential	Mandatory in most cases
Aging Resilience	15-25 years typical	Up to 10 years best case
Visitor Analytics	Counting and Return Visitor Date (BETA)	None

CONTACT US

The best way to understand our system and its application and context within your own unique environment is to contact us for an initial, informal discussion.

We'd be delighted to discuss with you the many ways in which machine learning and future-proofed technology can support your business.

**FOR FURTHER INFORMATION OR TO BOOK A DEMO CONTACT US ON :
INFO@THEFACERECOGNITIONCOMPANY.COM**

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