

# GLOBAL SECURITY CHALLENGE

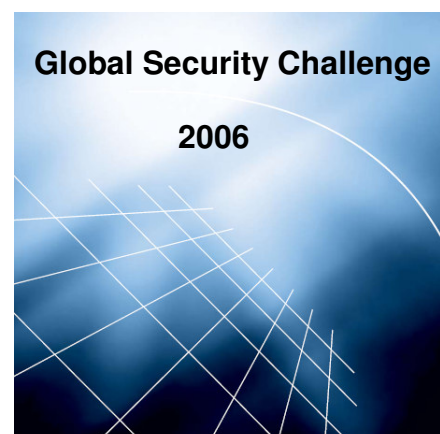


## GLOBAL SECURITY CHALLENGE

### START-UP BOOK 2006

Global Security Challenge  
c/o London Business School  
Regents Park  
London, NW1-4SA  
United Kingdom

Internet: [www.globalsecuritychallenge.com](http://www.globalsecuritychallenge.com)  
Email: [info@globalsecuritychallenge.com](mailto:info@globalsecuritychallenge.com)



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## Overview & Mission

The Global Security Challenge (GSC) is the first business school competition to feed the growing market for new security technology businesses. The mission of the Global Security Challenge is to stimulate technological innovation that will make us all safer without encroaching on civil liberties. Truly unique technologies tend to come from entrepreneurs, yet this market, unlike others, can be very difficult for start-ups to enter. The Global Security Challenge exists to give ideas and concepts the attention needed for them to succeed

The Global Security Challenge is organized by MBA students at the London Business School and sponsored by Smiths Detection, part of the global technology business Smiths Group, the US Navy's Office of Naval Research Global, SAIC and UCL Centre for Security and Crime Science. Additional support has been given by Accenture, BAE Systems, Thales, Siemens Venture Capital and NATO.

For us, this program is a measured response to the terror threats we face and an innovative way of advancing technology in this important sector. We are extremely happy with the amount and quality of entrants to our inaugural competition. Having succeeded in unearthing innovative technologies from entrepreneurs from around the world is a big milestone for us and hopefully for the industry.

We have compiled high-level summaries of the 18 most promising startup entries into this GSC Startup Book for your reading and analysis.

Your Global Security Challenge Team

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## Summaries of the 5 Finalists

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### INGENIA TECHNOLOGY

#### Contact Details:

Mark McGlade  
Director Business Development  
e-mail: [mmcglade@ingeniatechnology.com](mailto:mmcglade@ingeniatechnology.com)  
Ph: +44 870 3512584  
Portman Square House  
43-45 Portman Square  
London W1H 6HN, UK

Industry Sector: Product authentication

#### Short Product/Company Description:

With headquarters in London, Ingenia Technology Limited (ITL) is an emerging international company in the authentication and verification of papers, plastics and metals, as used in documents, passports, ID and credit cards, product packaging, aerospace/defence components and security seals. Ingenia has sponsored the work of Prof. Russell Cowburn at Imperial College in the development of a revolutionary technology for item level authentication. Laser Surface Authentication (LSA) is a breakthrough security technology, allowing for item level authentication by using a low cost scanning laser to rapidly read the equivalent of a natural "fingerprint" inherent within the structure of every item with a reliability level of at least one million trillion. The reflected laser from the surface is used in capturing microscopic signatures of surfaces which forms a unique code for every item and can be later validated in the field using a handheld scanner.

Year Founded: 2003

Seeking Capital: No

#### Security problem addressed:

Laser Surface Authentication opens up a completely new way of authenticating and tracking goods and documents including credit cards, banknotes, ID cards, passports and branded products, with levels of security and protection that have never been possible before. The technology does not require any changes to the manufacturing process or addition of tags, inks or other markers. With increasing counterfeit products entering the supply chain and funding criminal and terrorist organisations, LSA promises a low cost high security solution to the protection and authentication of pharmaceuticals, tobacco, cosmetics, ticketing etc as well as passports, id cards and driving licenses.

## **SCAN WALK**

Contact Details: Haydn Kelly  
Telephone: +44 (0) 7815 208545  
Email: [scanwalk@gmail.com](mailto:scanwalk@gmail.com)

Industry Sector: Security and id

Short Product/Company Description:

Simply put, this product is about a system to identify individuals in real-time based upon the way they walk. This type of analysis has many advantages over other biometric systems with significant potential global commercial opportunities. By identifying individuals based upon the way they walk and the ability to check for existing entries, ScanWalk's systems will open up new dimensions in both preventative (security) and further develop investigative (law enforcement) activities

Year Founded: In process

Seeking Capital: Yes

Security problem addressed:

This type of analysis has many advantages over other biometric systems with significant potential global commercial opportunities ranging from the automatic recognition of individual's gait signatures for security and safety at airports, seaports & train stations, to the identification of employees for entrance and exit at their workplace. This is an important tool for key infrastructure organisations and law enforcement agencies in helping to maintain public safety in today's world.

## SECERNO

### Contact Details:

Paul Davie  
CEO  
Secerno Limited  
Mill Street  
Oxford OX2 0JX, UK  
Tel: +44 1865 812055  
[paul.davie@secerno.com](mailto:paul.davie@secerno.com)  
[www.secerno.com](http://www.secerno.com)

Industry Sector: IT Security

### Product/Company Description:

Secerno has pioneered a next-generation database assurance platform which helps secure your businesses digital assets, so you can use your data for maximum profit. Secerno.SQL detects and prevents abnormal transactions from reaching the database by building a model to understand its normal usage. It helps security personnel to control access to the database to ensure it meets the ongoing business and security requirements. Deployed as a micro-perimeter, Secerno.SQL protects the database from any abnormal activity and supports secure application development, QA and compliance activities. Secerno was founded by Paul Davie and Steve Moyle and is based on research at Oxford University.

Founded: November 2003

Seeking Capital: Yes

### Security Problem Addressed:

Secerno.SQL, launched October 2006, addresses critical problems in database security, where traditional approaches fail:

- The External Threat – automatically detect and prevent targeted attacks on databases by skilled hackers. Secerno.SQL accurately differentiates these from normal activity.
- The Internal Threat – monitor and prevent inappropriate data access by authorised users. Over 80% of all breaches include malicious internal activity. Secerno.SQL detects this.
- Secure Application Development – automatically identify insecure and inconsistent coding practices, supporting continual quality improvement processes
- Audit – demonstrate understanding and control of sensitive data use to support compliance programmes and performance optimisation.

## **TIRF TECHNOLOGIES**

### Contact Details:

TIRF Technologies  
5490 Derry Street  
Harrisburg, Pennsylvania, 17111  
Phone: (717) 561-7808;  
Fax: (717) 561-7809;  
email: [info@tirftechnologies.com](mailto:info@tirftechnologies.com)

President - Alexander N. Asanov, Ph.D.; e-mail: [asn@TIRFtechnologies.com](mailto:asn@TIRFtechnologies.com)  
Vice President - Olga Asanov, Ph.D.; e-mail: [osp@TIRFtechnologies.com](mailto:osp@TIRFtechnologies.com)  
[www.tirftechnologies.com](http://www.tirftechnologies.com)

Industry Sector: Biodefense, Biomedical analysis and diagnostics

### Short Product/Company Description

TIRF Technologies develops portable and handheld biosensors for detecting bioterrorism agents and molecular markers of naturally occurring diseases. Homeland Security Advanced Research Projects Agency (HSARPA) of the US Department of Homeland Security and National Institutes of Health funded several research and development projects that resulted in creating of a family of TIRF-EC biosensors. Portable and handheld biosensors perfectly suit for a rapidly growing biodefense market. TIRF-EC biosensors are super sensitive, respond rapidly, and detect multiple bioterror agents with negligibly small probability of false negative and false positive responses. Portable TIRF-EC biosensor simultaneously detects hundreds of molecular markers, while the envisioned handheld device designed for first responders will be capable of detection of 64 biothreat agents within 10 minutes.

Year Founded: 2004

Seeking Capital: Yes

### Security problem addressed:

TIRF-EC biosensors address the need of biodefense community for rapid detection of multiple biothreat agents with minimum probability of false negative and false positive responses. TIRF-EC biosensors represent new generation of devices that suit well for biodefense tasks of prevention, discovery, and designing of countermeasures. Efficient strategies for dealing with bioterrorism threats are based on advanced biodetection technologies. TIRF-EC biosensors are supersensitive and exceptionally selective; they can detect single molecules and distinguish slightest variations in genetic DNA and unique peculiarities of protein markers, which helps to identify specific strains of bioterror agents and facilitate determination of their sources.

## VUMII

### Contact Info:

Mr. Randall Foster  
President and CEO  
+1 678.578.4702 direct  
+1 678.471.7880 mobile  
[Randallfoster@vumii.com](mailto:Randallfoster@vumii.com)  
[www.vumii.com](http://www.vumii.com)

Vumii Inc.  
Suite 1100  
1100 Abernathy Road  
Atlanta, GA 30328 USA

### Industry Sectors: Security Surveillance of:

1. Seaports
2. Airports
3. Rail
4. Power infrastructure
5. Petroleum infrastructure
6. Chemical infrastructure
7. Resort properties
8. Industrial complexes
9. Government borders
10. Government military bases
11. Government critical assets

### Short Company/Product Description:

Vumii helps its customers dramatically improve security personnel's ability to recognize and identify risks to their environments. Vumii leverages electro-optics and image processing disciplines to develop and market visualization and image management tools that can be deployed within existing perimeter security infrastructures. Vumii recently launched Discoverii, a pan-tilt-zoom day/night surveillance system that uses patent pending, highly controllable, zoomable, invisible laser illumination. Unlike thermal-based technologies, Discoverii produces natural contrast imagery, in which markings can be read and people recognized out to 5000 feet in zero light. Discoverii offers continuous 26x optical zoom, ability to see through windows at night, full color daytime imagery, and low total cost of ownership.

Founded: August 2004

Seeking Capital: Yes, privately funded thus far. Seeking first professional money round

### Security Problem Addressed:

Nighttime perimeter security has become paramount for commercial and government entities. Detection of potential threats is important, but only the beginning. Detection must often be followed by recognition and identification of a threat. While passive thermal imaging, ground-based radar, fence and microwave sensors are effective for detection, true recognition and identification with cost-effective nightvision technology has not been possible beyond 200 meters at night for the commercial and government security markets. Yet, there is a tremendous need for distances out to 2000 meters and beyond. Discoverii solves this problem with reliable 26x zoomable illumination and a range of 1500 meters.

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## Promising Security Startups

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### ARTVISION

#### Contact Details:

Mark Hon  
24 Raffles Place #26-03B Clifford Centre  
Singapore 048621

<http://www.artivision.com.sg/>

#### Industry Sector:

Homeland Security, Video Content Analysis, CCTV Surveillance

#### Product Description:

AVision™, a highly sophisticated object-based algorithm engine developed by Artivision's in-house research and development team, is the core technology on which all Artivision's products are based on. It is an industrial strength proactive behaviour recognition system that transforms passive Closed Circuit Television (CCTV) infrastructures into automated threat detection and management systems. The full suite of products encompass a variety of features including advanced intrusion detection, perimeter defense, missing/unattended and crowd detection, and real-time recording capabilities. With one the lowest false alarm rate in the industry, the engine is used by private and governmental agencies in locations around the world.

Year Founded: 2004

Seeking Capital: Yes

#### Security Problem Addressed:

The versatile AVision™ engine can be used for Security and Safety (intrusion detection, perimeter defense, missing objects and unattended objects), Traffic Management (vehicle height and length measurement, aircraft tracking on runways) and People Management (crowd detection and people counting); alerting security personnel when a pre-defined threat or situation is detected. Visual alerts can be sent through MMS and emails to security personnel on patrol to ensure that no threats go undetected.

## **BELLMETRIX**

### Contact Details:

Rafi Sela  
Expert Business Development Services  
Homeland Security & Defense  
ISRAEL

PO Box 39 Kfar Vradim 25147  
Phone: +972544365623  
USA

5815 Edson Lane # 201 N. Bethesda 20852  
Phone: 240-350-6454  
Email: [rafisela@gmail.com](mailto:rafisela@gmail.com)  
SKYPE: rafisela

Industry Sector: Homeland Security

### Short Product Description

BellMetrix Inc. (BLMX) is a pioneer in the information, communication and security sectors, with an emphasis on developing global, national and local dual-use systems and technologies of interest to the healthcare, government, intelligence, financial, entertainment, critical infrastructures and other sectors.

The company is developing the "Gold Standard" for integrating and sharing information and communication among and between multiple agencies, authorities, sensors and organizations without penetrating into databases which organizations are reluctant to share.

Year Founded: 2005

Seeking Capital: Yes

### Security problem Addressed:

Based on knowledge and previous successful projects, BellMetrix develops and provides Integrated Communication and Information Sharing management systems and smart end-units that are capable of collecting and sharing vital information on any global, national and or local sites, without penetrating into the vulnerable databases which organizations are so reluctant of sharing. The system also has innovative billing features, enabling it to retrieve valuable information regarding the billing of the various transactions on all global, national and local sites, making the system a source of continuing income. The system has unique capabilities to query, converge, cross and share any bi-directional communication and information directly from gate-to-gate (Peer-to-Peer) and from point-to-multi-points making it the first system to actually alert information and communication malfunctions in Real Time. In addition the system may connect to any one or more sensors, e.g. RFID, biometric passports, smart cards, face recognition or any other required sensor.

## **BYTESHIELD**

Contact: Jan Samzelius, CEO  
[Jan.samzelius@byteshield.biz](mailto:Jan.samzelius@byteshield.biz)  
+1415-420-6636

[www.byteshield.biz](http://www.byteshield.biz)

Industry Sector: Copy Protection Software

### Product Description:

ByteShield protects software applications and PC games from illegal copying and industrial piracy. ByteShield modifies the code, adding a variety of copy protection schemes in a large number of places. ByteShield also makes every installation of the application unique. Furthermore, the application will mutate over time.

How it works: Product purchased is not complete. Upon activation, the server will download a module. The module permits the application to be complete, when run (not otherwise). Every module is unique and has a defined lifespan, set by the publisher. When the module has expired, a new one will be downloaded, but it is different from the previous one, thereby mutating the installation.

Year Founded: 2004

Seeking capital: Yes

### Security problem Addressed:

Illegal copying and industrial piracy is the largest problem facing the software industry. Each year, \$35B worth of software is installed, without being paid for. Carol Bartz, chairperson, AutoDesk: 'For every legally purchased copy of AutoCAD, there are 8-10 illegal ones being used. In spite of many attempts, this problem has remained unsolved. To foil the crackers, it is necessary to make the work effort so large that it will not be done and to make reverse engineering virtually impossible.

## **EAGLE CHECK**

### Contact Details:

David J. Akers, President  
EagleCheck, Ltd.  
4829 Galaxy Parkway, Suite A  
Cleveland, Ohio 44128  
P: 00 +1.216.839.1500  
F: 00 +1.216.503.4247  
E: [David.Akers@EagleCheck.com](mailto:David.Akers@EagleCheck.com)

W: [www.EagleCheck.com](http://www.EagleCheck.com)

### Industry Sectors:

Screening  
Authorization  
Identity Verification

### Short Product Description:

EagleCheck, Ltd. of Cleveland, Ohio has developed a unique and proprietary key that enables data located in various government databases to be employed to reduce instances and impact of identity fraud and terrorism without sharing, centralizing or distributing the data itself. EagleCheck's methodology focuses on the deployment of a light interface at the site of the government-owned database. The interface is designed to receive, process and respond to specific questions in a binary format as opposed to the traditional query-based approach. Therefore, the relevance of the data can be applied without any outside party actually accessing the data files themselves.

Year founded: May 2001

Seeking Capital: Yes (or a strategic partner or both).

### Security Problem Addressed:

There are literally thousands of activities in which individuals engage based on primarily on their identity. Assumed Identity, also referred to as Identity Fraud, occurs when an individual assumes another identity to beat the system. The primary methodology individuals use to identify themselves is presenting some form of government-issued photo identification. However, the gatekeeper whose job it is to evaluate the identification has no tool to verify that the identification is authentic and valid other than by looking at it; they also have no tool to verify that the identity of the individual is actually real. EagleCheck solves both problems.

## **FN BIOMETRICS**

### Contact Details:

FnBiometrics LLC  
T. Eric Chornenky – President & CEO  
3230 Industrial Blvd.  
Bethel Park PA 15102  
412-851-0800  
USA  
[mgt@fnbiometrics.com](mailto:mgt@fnbiometrics.com)  
[chxii@verizon.net](mailto:chxii@verizon.net)  
  
[www.fnbiometrics.com](http://www.fnbiometrics.com)

### Industry Sector:

Security  
Human-Machine Interfaces (HMI)  
Biometrically secured Human-Machine Interfaces and Tokens

### Product Description:

Millichip (Patented) uses radio frequency identification (RFID) chips unobtrusively affixed (glued atop) to the human nail creating a authentication system that cannot easily be lost, stolen, lent, borrowed or duplicated. Made frangible and self-disabling under attempts to remove it from the nail or the hand, the device's capabilities include nail/finger removal detection capability using forefinger properties. EHMI (Patent-pending) is worn as a Bluetooth headset or incorporated into headsets and is capable of effortlessly and continuously authenticating the wearer. It's well suited for civilian, government, military security applications, and law enforcement, especially first responders such as firemen and emergency medical personnel.

### Year Founded: 2004

Seeking Capital: Yes. More importantly we are seeking collaboration opportunities and partnering opportunities with security companies in Europe, Asia, and Africa.

### Security Problems Addressed:

Unlike other Biometrics or HMIs, our devices:

- 1) Combine BOTH BIOMETRIC SECURITY and HMI in one device.
- 2) Can be used in EXTREME CONDITIONS traditional biometrics cannot, and inside hazmat suits, wearing gloves, protective eyewear/headgear, noisy, dirty, dusty, muddy, greasy, wet, bloody, and Chem/Nuclear/Bio contaminated environments.
- 3) Are typically useable with NO ADDITIONAL TIME and EFFORT.

Our authentication systems can continuously, effortlessly, and instantly verify that an authorized individual is in control of a computer, vehicle, aircraft, weapons system, or handheld device. It offers instant, effortless access control to doors, locks, or weapons safes and UNIQUE struggle detection capability.

## INGENUITOR

### Contact Details:

Greg Smart, CFO  
[greg.smart@ingenuitor.com](mailto:greg.smart@ingenuitor.com)  
818.349.2686  
18121 Parthenia St., Suite B  
Northridge, CA 91325 USA

[www.ingenuitor.com](http://www.ingenuitor.com)

Industry: Interlanguage Communication

Founded: 2005

Seeking Capital: Yes

### Product Description:

The Interphraser is a personal interlanguage communicator (PIC). Professionals in the field must be able to communicate quickly, easily, and accurately with people who speak differing languages—it's literally a matter of life and death. Professionals communicating with people who do not speak the same language cannot do their job. Complications, problems, and lawsuits dramatically increase when language barriers exist. Ingenuitor is developing the Interphraser™, a wireless, handheld personal interlanguage communicator (PIC), based on Dr. Russell Dollinger's Pocket Medical series of books and tapes that have sold over 75,000 units. Kaiser-Permanente, Pfizer, and numerous large hospitals and fire departments routinely buy more copies because Dollinger's technique works so well.

### Security Problem Addressed:

Because the Interphraser will work with any language pair and with any set of phrases; it can help people anywhere. For example:

- A Mandarin-speaking police officer in China can use the Interphraser to arrest a French-speaking criminal.
  - An American soldier can use the Interphraser at a border-crossing in Iraq with a Kurdish-speaking civilian.
  - An English-speaking paramedic can use the Interphraser with a Spanish-speaking heart-attack patient.
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## **POSITION SYSTEMS LIMITED**

### Contact Details:

Richard Wallis  
4, Orchard Court,  
Church Street,  
Crandall, Farnham,  
Surrey. GU10 5QP

Tel/Fax: 01252-850785  
07788-417044(m)  
e-mail: [dick@bloodhound.fsbusiness.co.uk](mailto:dick@bloodhound.fsbusiness.co.uk)

### Product Description:

The LifeGuard system will enhance the quality of life of elderly and disabled citizens living on their own, as well as lone-workers, who may be at risk during their everyday activities. The system is carried by a person and transmits a GPS position over a short range radio link and then back to a server over GSM. LifeGuard has been developed using GPS and GSM modules. The radio receiver DSP (Digital Signal Processor) has been developed in-house, and has several advantages over existing competitor systems, with improved range/performance and lower power. This enables LifeGuard to be fitted into a keyfob with a lightweight battery. The Lifeguard radio receiver has a fast signal acquisition time, and has significant power saving advantages over competitor systems.

A patent application is being prepared for this receiver architecture. A user carries the keyfob alarm button with them, and the system gives them protection when they are in their car, at home, or in any other location within a 1km range of the receiver device. An alarm message is sent from the keyfob to the receiver over a radio link, and the receiver contacts a service centre over GSM to raise an alarm.

Year Founded: 1994

Seeking Capital: Yes

### Security Problem addressed:

The project emerged from an idea that reached the finals of the Galileomasters competition in 2005, as well as winning a GRIST (Great Ideas in Science and Technology) business development loan from the University of Surrey. Existing radio alarm buttons for the elderly restrict the user to their home, as soon as they leave their home, they can not call for help. Elderly people need an alarm button facility in their cars and elsewhere, but don't want complex systems that require regular battery recharges.

## **PUTNEY DESIGN LIMITED**

### Contact Details

Colin Butler ~ President  
Green Mountain Gate Company & PD Ltd.  
P.O. Box 186 106 Main Street  
Putney, VT 05346, USA  
Tel 802-387-3032 Fax 802-387-3033  
email [pdltd@sover.net](mailto:pdltd@sover.net)

### Industry Sector:

- High Performance “High Strength” Entrance Gate Systems
- Custom and Limited Edition Gates built by Master Craftsman
- State of the Art in Concealed, Safe, “High Performance” Gate Automation
- Single System Package with Gates, Structural Support System & Automation
- 28 years of Entrance Gate Projects including The White House

### Product Description:

Green Mountain Gate Company (GMG) represents the finest in complete entrance gate systems, which includes a K-12 Swing Gate (to be re-tested due to the specification change in 2003 by the U.S. State Department). GMG Entrance Gate Systems can be sold as a multiple gate system package for hardening a facility. Package includes a Perimeter “High Performance” hand forged solid steel entrance gate in tandem with an Interior “High Performance” K-12 Crash Gate. Together creating a sally- port effect for optimum controlled and secured entry. Only one of the two gate systems is ever open at one time. GMG Entrance Gates can open and close in 10 seconds or less. A custom K-12 façade and custom solid hand forged gate is designed (by PD Ltd.) so both entrance gates mesh with the existing architecture. From Embassies to private residences, to personal barracks.

Year Founded: 2006

Seeking Capital Yes

### Security Problem Solved

The security problem GMG solves is having a dual entrance gate system package from a single source for one entry to be hardened. Both GMG “High Performance” gate systems are built, assembled and tested prior to being shipped to the site. Both “High Strength” Gate Systems will be mounted onto pre-cast footings, allowing for quick hardening of a facility. Both gate systems are run by a single system controller w/state of the art in access controls. This solves a major security problem by providing from a single source, multiple entrance gate systems for controlled entry into a potentially vulnerable facility. GMG solves the problem with the support of a new start up PD Ltd. PD Ltd. establishes the final design to aesthetically mesh with the existing architecture.

## **RIVERGLASS**

### Contact Details:

Gwen Niequist  
Account Executive  
[gniequist@riverglassinc.com](mailto:gniequist@riverglassinc.com)  
(o) 630-578-4271  
(m) 224-213-0533

[www.riverglassinc.com](http://www.riverglassinc.com)

### Industry Sector:

RiverGlass serves the market composed of public safety and security intelligence organizations. These consist of branches and commands of the military, law enforcement departments and agencies at the local, state, and federal levels, federal intelligence agencies, regional, multi-agency, and multi-national task forces, security offices of large commercial enterprises, and service organizations providing intelligence and security advisory, assessment and related services.

### Product Description:

RiverGlass is a comprehensive powerful sophisticated software suite that understands what is relevant to the user. RiverGlass conducts active, directed, targeted monitors and searches, and *finds and acquires meaningful* data from disparate sources. Through powerful data *analysis* and modeling techniques, based upon *machine learning* and *knowledge discovery*, RiverGlass initiates deeper searches, queries, correlations and analysis. RiverGlass organizes the data and presents powerful visualizations for easy analysis and understanding by the user. RiverGlass can provide profiles, summary reports, sound alarms, send collaboration messages or actionable alerts. RiverGlass helps users *act*, manage risk, solve critical problems, and make informed and timely decisions.

Year Founded: 2003

Seeking Capital: Yes

### Security problem addressed:

Riverglass addresses the information overload challenge facing users who are inundated and overwhelmed with vast volumes, variety, and velocity of data. It is difficult and nearly impossible to harness, make sense of, and leverage one's vast information assets. The problem is exacerbated by the fact that critical information is in many places: internal & external databases, reports, emails, websites, newsfeeds, videotapes, bureaus and subscription data services, industry and government data sources, and sensor streams. Lastly, redundancy, latency, discontinuity, and disparity increase the difficulty to find relevance, connections, patterns, trends, and to extract critical data when and where it is needed.

## **ROBOTI c.s. d.o.o.**

### Contact Details:

Sasa Jevtic

Trzaska c. 23  
SI-2000 Maribor  
Slovenia, EU

mail: [info@revolutionary-robotics.com](mailto:info@revolutionary-robotics.com)

web: [www.revolutionary-robotics.com](http://www.revolutionary-robotics.com)

[www.lucky-lanes.com](http://www.lucky-lanes.com) (product page)

tel +386 2 330 41 72

fax.: +386 2 330 41 71

cell: +386 41 388 278

Industry Sector Security and surveillance robotics

### Short Product Description

Lucky Lanes (LL) is designed as an autonomous security and surveillance mobile robot which communicates with the security guard and security devices at the same time. LL consists of rails of desired length, which are located on the ceiling of the protected zone and a mobile robot. LL's position provides the guard with a »bird perspective«, while mobility gives him control of entire space completely eliminating »dead corners« associated with static cameras. It moves soundlessly up to 5 m/s. LL's software and internet connection give immediate video and control access to protected zone, regardless of its distance from control center.

Year Founded: 2005

Seeking Capital Yes

### Security problem addressed

LL has two main distinctive capabilities. One is to significantly reduce the cost of security with real-time video and control access from secured object regardless of the distance. With LL you do not need security guard or can reduce the number of security guards on object thus saving a lot of money. Other is to significantly enhance security capabilities by adding mobility function in the secured space. In times of terrorism threat LL can be used as addition to airport, seaports, underground and train stations security as unit which provides possibility to "move along" with people who pose potential threat.

## ROCK 12

### Contact Details :

Graeme Waitzkin  
145 Hudson Street Third Floor  
New York, New York 10013  
phone: 646.442.8785  
email: [gwaitzkin@rock12.com](mailto:gwaitzkin@rock12.com)  
[www.rock12.com](http://www.rock12.com)

Industry Sector: Perimeter Security

Year Founded: 2005

Seeking Capital: Yes

### Security Problem Addressed:

Rock Twelve Security Architecture responds to a globally increasing need for security solutions that improve perimeter security for high-risk facilities, while maintaining sensitivity to building occupants and pedestrians. The Rock12 mission is to bring innovation to perimeter security around the world, focusing on defensive barriers and the impact these devices have on the public space they occupy. Rock Twelve's work combines cutting edge technologies with effective urban design to produce advanced solutions that meet industry protective standards while minimizing the visual and physical intrusion of security into public space.

### Product Description:

Rock Twelve currently has a number of products to offer. NOGO™ Barriers are a shallow foundation sculptural alternative to bollards. The Turntable Vehicle Barrier (TVB) is a shallow foundation operable device that can accept architectural finishes to blend the device with the surrounding streetscape. The TVB combines an industrial turntable installed flush in the roadway with crash rated impact elements to open and close roads and driveways. The TigerTrap™ is a non-obvious sidewalk security system designed for use in building yards. The TigerTrap™ utilizes a compressible material, deployed below a paved sidewalk or planting surface that supports pedestrian loads, but collapses under vehicle loads.

## **SEA AWAY**

### Contact Details:

SeaAway  
1415 Chaffee Drive  
Titusville, FL 32780  
888-SEAAWAY  
www.seaaway.com

Industry Sector: Maritime Security ('Prior to Port')

### Short Product Description:

SeaAway has designed; patent pending, a 'Prior to Port' security solution known as the Sea Sentinel System. The main component, the Sea Sentinel Units, are fully manned, semi-submersible platforms that receive RFID signals from ships identification and CSD's. Ships pass between two Sentinels before sailing into port, creating a security check point and buffer zone. Signals from the CSD's are received and examined for container tampering or CBRNE. Anomalies are reported to the Lead Security Agency. The System provides an invaluable 1<sup>st</sup> layer of security while providing marketable data to shippers, ship owners, insurance companies, ports, manufacturers and retailers.

Year Founded: 2004

Seeking Capital: Yes

### Security problem addressed:

The SeaAway Sea Sentinel system is unlike any other. The present security systems randomly inspect containers in the ports before they are loaded onto a ship. Fewer than ten percent of containers can be inspected due to time constraints and the adverse affects on commerce. With the SeaAway Sea Sentinel System, 100% of containers can be scanned for CBRNE and WMD with little interruption to commerce. Our "Prior to Port" system is a proactive approach to security capable of detecting and neutralizing a terrorist threat before it reaches the port. By the time it gets there, it's too late.

## **SECUREOL**

### Contact Details:

Zak Dechovich, CEO  
SecureOL Ltd.  
Tel: +972 (2) 6789940  
Fax: +972 (2) 6783301  
Cell: +972 (54) 2120555

<http://www.secureol.com/>

### Industry Sector:

Virtualization  
Security

### Short Product Description:

SecureOL produces a software application that creates instant virtual duplicates of the user's computer. These virtual duplicates offer a wide range of uses, varying from an unhindered Internet experience to a controlled and secured working environment - create a computer per task. The SecureOL technology has made, for the first time, the Virtual Machine a mass market commodity.

Year Founded: 2004

Seeking Capital: Yes

### Security Problem addressed:

SecureOL provides the computer user with a "Do everything" capability as opposed to the "Don't do anything" approach that has been dominating the security market for the last 15 years.