

# NeoFace Facial Recognition

Build safer and smarter communities,  
with the world's most trusted facial  
recognition solution

## In your world, making a difference

Our public safety experts work alongside yours to keep people safe, supported and on the move.

Across policing, justice and in control rooms of all kinds, we help you spot issues, make the right decisions and act fast to protect the public.

The more we do, the more you can do for others.

And together, we can make a world of difference.

## What is NeoFace?

NeoFace is NEC's high performance, highly scalable facial recognition algorithm, providing fast and accurate results for the most demanding real-time or post-event facial recognition use cases.

It's designed to find a needle in a haystack, reducing a problem down to a much smaller review process. Built upon 40 years experience and world leading AI, it's highly tolerant of ageing, angles, headwear and environmental factors such as lighting.

It performs consistently regardless of age, ethnicity and gender by combining the best feature-matching and AI technologies. It's built-in safeguards support privacy and proportionate use, with auditing and reporting as well as automatic and manual data retention tools.

### Who we partner with

- We work with every regional police force within the UK
- Our NeoFace Facial Recognition algorithm is used in more than 57 countries
- We partner with government agencies like the Home Office and Ministry of Justice

## Why use Facial Recognition?

### ✔ Keeping the public safe

By locating dangerous or vulnerable people in a fraction of the time, facial recognition software can reduce the chance of further offences and help to keep the public safe.

### ✔ Reduces the risk to officers

Facial recognition software can help identify known violent offenders by matching against custody records, helping officers identify and manage risk.

### ✔ Focuses resources effectively

Facial recognition can speed up response times and cut significant amounts of manual work from investigations, which your force can reallocate to other investigations.

# Why NeoFace?

## It's independently verified as the world's most accurate

Our technology has been independently proven by National Institute of Standards and Technology (NIST) to offer high reliability and convenience and perform consistently across all demographics. Our highly discerning and cutting-edge algorithm is the fastest and most accurate in the world, achieving first place in every concluded NIST facial recognition evaluation over the past fifteen years.

It also has the distinction of being proven by NIST as one of the most consistently equitable facial recognition softwares on the market across various demographics.

Age gap and database size has next to no impact on accuracy, ensuring future-proofed performance - helping you to confidently keep your community safe.

## We support forces in implementing facial recognition in accordance with best practice guidance from:

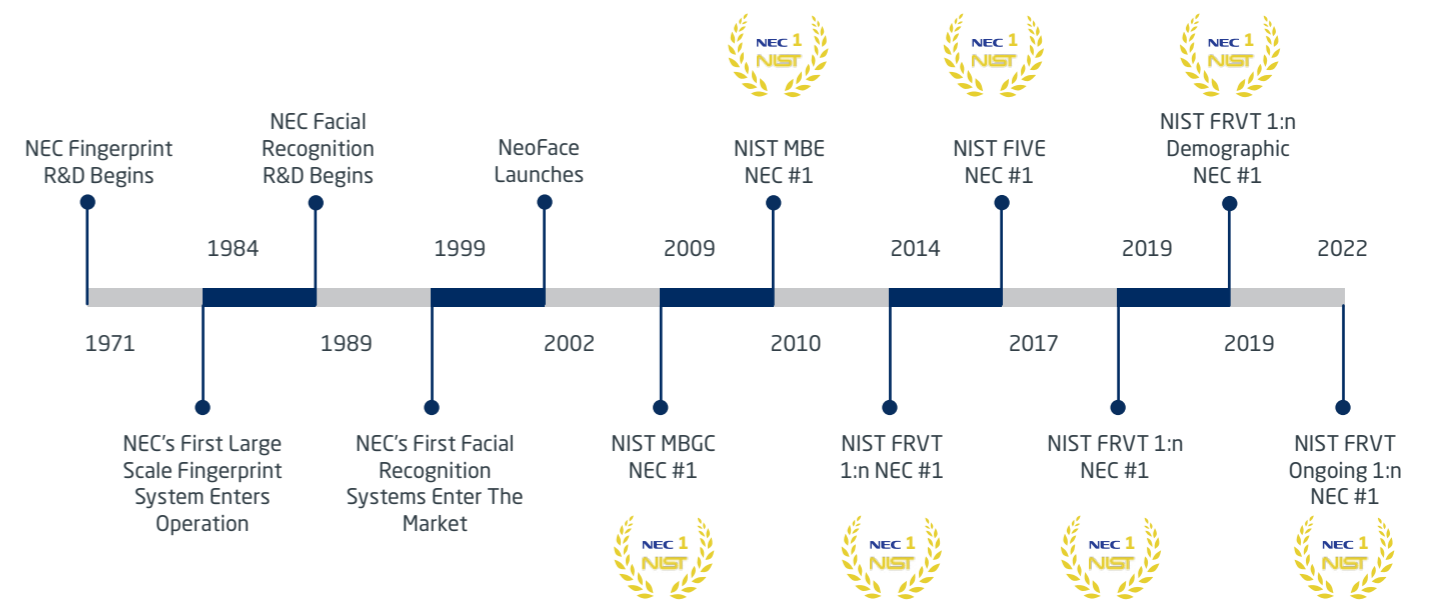
Information Commissioners Office on the use of live facial recognition technology in public places	Authorised Professional Practice on live facial recognition issued by the College of Policing
The Independent Commissioner for Biometrics and Surveillance Cameras Code of Practice	The UK Government Public Sector Equality Duty

## It was built with public trust in mind

- It's got built-in privacy features to enable you to comply with UK's laws and regulations.
- We're guided by NEC's long-established principles around biometrics and AI which encourages ethical, proportionate and targeted use.
- We work closely with many UK forces to advance the use of facial recognition in the UK.

## It's continually updated to deliver the best possible performance

- It enjoys constant investment from NEC's global biometrics team and benefits from real-world deployment across 57 countries.
- Its UK deployment is guided by our policing and public safety experts who have developed and deployed a range of solutions for all 43 forces.
- Feedback from forces is incorporated into future versions of NeoFace solutions to continuously improve and expand on its capabilities.



# What is Retrospective Facial Recognition?

Retrospective face recognition is used to identify individuals post events from images or videos. By submitting an image or video into the system, it is matched against all subject images in the watchlist where a set of candidates are returned in order of highest similarity score to lowest for human adjudication.

## How can it help you?

### It speeds up investigations by identifying people in minutes, not weeks

- It locates or identifies individuals against watchlists significantly faster than manual review; potentially saving weeks of investigation time that can be reallocated to working on other cases.

### It offers a great return on investment

- Our retrospective solution helps you look for individuals who may have already been captured in custody photos, video or CCTV. This is different from our live solution, which helps to prevent harm by matching faces in real time.
- It can add value in a range of areas, like identifying or locating missing people, dangerous offenders or victims, even reopening cold cases to identify unidentified individuals.

### It's proven in UK policing

- It's been chosen by six UK forces to support faster investigations, safer custody processes and more.
- Since being deployed with South Wales Police it has been highly successful, and is now used in partnership with Gwent Police.

# How can you use Retrospective Facial Recognition?



## Image

Whether it's an image of an individual considered highly dangerous in an investigation, reopening the cold case of an unidentified individual or the search of a vulnerable person, retrospective facial recognition identifies the individual/s in an image and compares it against your watchlists.



## Video

Like with images, retrospective facial recognition can also go through large quantities of video footage post event, identifying individuals in the footage by comparing them against your watchlists.

## Use Cases

Using retrospective facial recognition can save your force significant time and resources in the following investigations:

- Cold Case Identification
- Missing or vulnerable individuals
- Human Trafficking
- County Lines
- Serious organised crime
- Wanted Individual



# How else can it be used?

## Live Facial Recognition

Identify wanted or vulnerable individuals in realtime with live facial recognition. By connecting our facial recognition solution to a camera, you can identify vulnerable individuals as quickly as possible to give them the help they need and arrest wanted individuals before they commit further crimes.



### Missing or Vulnerable Individuals

When a person or a vulnerable individual is reported missing they can be added to a watchlist. By temporarily deploying live facial recognition in regions which cover the areas where the individual may be, the individual can be identified and located quickly and at a low cost.



### Border Security and Contactless Travel

Deploy live facial recognition at the borders for quick contactless passenger onboarding and protecting the border against wanted individuals.



### Custody Suite

Enable live facial recognition in custody suites to identify individuals being brought in that have a previous history. This notifies officers if the individual has been previously violent towards staff or if they are providing a false identity.



### Wanted Individuals

Wanted individuals by the police or courts can be added to a watchlist. By deploying live facial recognition in regions where they are expected to be seen they can be identified and questioned.



## Operator Initiated Facial Recognition

Use our facial recognition solution through a mobile phone to identify individuals on the go. Simply use the facial recognition mobile app to take a picture of an individual to see if you can identify them. This could be the victim of a car accident, an individual for serious or violent crimes, to check an individual has been reported missing or is in need of special assistance.

So now you've found out a little more about NEC Facial Recognition we'd love to hear from you....



Book a demo with us



Visit our website: [necsws.com](https://necsws.com)



Email us at: [hello@necsws.com](mailto:hello@necsws.com)



We look forward to meeting you and seeing how we can help you and your team.



**Book a demo  
with us**



**Visit our website:  
[necsws.com](https://necsws.com)**



**Email us at:  
[hello@necsws.com](mailto:hello@necsws.com)**