



SMARTWATER

PHIL CLEARY FRSA, CEO AND CO-INVENTOR



MAKING IT EASY FOR THE THIEVES



LACK OF TRACEABILITY

Question: If this cable had been identifiable, would the metal dealer have bought it?

CREATING A DETERRENT TRACEABILITY



GENERIC IDENTIFICATION

THE PROBLEM



- 'Property of 'a Power Company'
- Suspect arrested, police investigate.
- Power Company loses track of cable once sold to Recycler.
- 4 cases of theft of A Power Company cable in last 3 months.
- Which offence is the Suspect being accused of?

FORENSIC CODING SYSTEMS

NEW QUALITY STANDARD



TRACEABILITY SYSTEMS

- Legacy cable
 - Microdots
 - Forensic coding
- Point of Manufacture/Distribution
 - Laser etching
 - Printing
 - Microtaggants
 - Forensic coding

NEW STANDARD - PAS820:2012

- Scheduled for August 2012
- Precursor to an ISO (International)
- Independent tests
- 'Fade rate' to establish:
 - Sunlight
 - Humidity
 - Heat
- Clear labelling to assist Client
- Created by British Standards Inst.

ANALYTICS - INTELLIGENCE PORTAL

FREE ACCESS TO EUROPEAN POLICE



The screenshot displays the SMARTWATER INTELLIGENCE PORTAL interface. At the top, the title "SMARTWATER INTELLIGENCE PORTAL" is in bold yellow text on a dark blue background. Below this is a navigation bar with "Welcome back Phil Cleary" on the left and "Admin Options Help Sign Out" on the right. A search bar with "Search All" and a "Search" button is also present. The main content area shows a map of Europe with various hotspots indicated by red and yellow circles. A sidebar menu on the left lists several categories: Options, Hotspots, Full Hotspot, Points of Contact, News, Sites of Interest, Incidents, Receivers, Geographic Profiles, Operations, Geofences, Masters, Assets, Recoveries, and Create Report. A "Hotspot Generation Mode Active..." notification is visible over the map. The bottom of the map area includes a Google logo and copyright information for 2012.

Sharing Data:

- True 'hotspots'
- X border
- Early Alerts
- Focus resources
- ID targets
- Takes pressure off police resources





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