



FOR IMMEDIATE RELEASE

Largest international security technology forum launches award to boost innovation in the war against terrorism

The Crowded Places Challenge, sponsored by BAE Systems and the UK's INSTINCT programme, aims to uncover and nurture new security technology that will protect civilians from terrorism in urban areas

London, 22 September 2009: The Global Security Challenge (GSC), providers of the leading international competition for security innovators, today announced the launch of the second annual Crowded Places Challenge. The award includes a **£10,000** cash grant, sponsored by **BAE Systems** and the UK's **INSTINCT** programme, as well as mentorship.

The award aims to bring fresh thinking to the problem of protecting the general public from the threat of terrorism in crowded urban environments. Its goal is to uncover the creative capabilities of innovators in universities and infant companies that may help in countering terrorism and improve the ability to understand and model crowd behaviour, whilst ensuring valuable new technologies can develop and prosper.

Applicants can enter the competition on the GSC's website:

www.globalsecuritychallenge.com. Entry is free and all entrants will gain feedback on their submissions. The deadline for submissions is 30 October 2009.

Crowd-Vision, from the ETH University in Zurich, won the Crowded Places Challenge in 2008. Crowd-Vision is a software product that automatically detects and tracks pedestrians while they move under CCTV cameras. Speaking about the award, Dr Anders Johansson from the ETH University said "*The award has acknowledged that even without external threats, a huge crowd poses a danger in itself, in terms of overcrowding and crowd disasters*"

The founders of the **GSC**, **Simon Schneider** and **Janeen Chupa**, commented in a joint statement: "*Protecting crowds is one of the hardest tasks to pose to innovators, often relying on multiple disciplines to develop a solution. We are excited to uncover and promote new technologies and are proud of our 2008 winner Crowd-Vision.*"

The awarding ceremony for the Crowded Places Challenge will take place in November 2009.

- Ends -

Key dates

Submission Deadline: 30 October 2009

Entry Criteria

- Entrants must have an innovative idea to apply. You do not need products, prototypes, business plans or fully-formed companies to be eligible. The product should not have gained more than GBP£5million in annual revenues in 2008 (total annual sales revenue).
- All international entrants are welcome to apply, but the invention must be easy to deploy in the UK in the near future.
- Examples of areas of interest for understanding and modeling crowd behavior include, but are not limited to: software models, video analytics, behavioral analysis and cultural research.
- Judging will take place in November 2009. The judging will focus mainly on the disruptive potential of the technology and focus less on its maturity. The judging committee consists of leaders from industry, government and venture capital.
- For more information, please visit: www.globalsecuritychallenge.com.

Notes to Editors:

About Global Security Challenge LLP

The Global Security Challenge LLP (GSC) is a forum for security innovators, start-ups and investors. It provides a valuable launching pad for security innovation and each year over \$500,000 USD is awarded in its world leading competitions to entrepreneurs and researchers within the security technology field. The mission of the GSC is to stimulate technological innovations that make airports, cities and enterprises safer without encroaching on civil liberties.

Simon Schneider and Janeen Chupa founded the Global Security Challenge whilst studying at the London Business School, and gained experience in the security technology sector at IBM and the US National Security Council respectively. The GSC is supported by Accenture, BAE Systems, Blue Star Capital, Control Risks, London Business School, ONR Global, Smiths Detection, TSWG, UKTI and the US Department of Homeland Security, amongst others.

For more information please contact:

Sarah Allen

Global Security Challenge LLP

T: +44 (0)207 079 9356

M: +44 (0)7740 172109

E: sarah@globalsecuritychallenge.com

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