SUPER RECOGNISERS INTERNATIONAL

Join the World Leaders in Human Super Recognition

The Prospectus

Welcome to Super Recognisers International

Thank you for your interest in Super Recognisers International. We are widely regarded as the world leaders in face recognition and have been offering excellence in enhanced testing and training for over 10 years.

Our leadership team is a mix of retired police officers, university professors and professional Super Recognisers, creating a unique mix of skills and business expertise.

Super recognition is not recent phenomenon but only recently it has been acknowledged as a skill that can be trained and developed for professional investigative use. As such, the demand for trained individuals with this skill has dramatically increased.

Whether you are an individual considering our online course or an established organisation looking to elevate your team's skills, we hope you put your trust in our training services.

Mike Neville MCSFS
Chief Executive Officer

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Becoming a Super Recogniser
An interview with Kelly Hearsey

In 2018, Kelly Hearsey, an award-winning photographer based in the UK, became the person with the highest Super Recogniser testing score out of seven million people. Now she's the Chief Operating Officer of Super Recognisers International, using her innate abilities to assist in murder investigations, on covert operations at high profile events and helping find missing people. Here she speaks openly about how her good eye for the perfect shot has made her the most experienced civilian Super Recogniser globally.

When did you know you had a special talent?

I was reading a brilliant detective novel by Peter James. In the story, the Senior Investigating Officer calls DCI Mike Neville of Scotland Yard to send one of his Super Recognisers from the Met Police to assist in identifying a person of interest seen on CCTV. I hadn't heard the term Super Recogniser before and googled the term. That was when a whole new world opened for me!

How did you hear about the test and what made you take it?

After googling 'Super Recogniser', I found the Greenwich University test that identifies Super Recognisers (SRs). I really fancied taking the test but put it off, not wanting to be disappointed. Then one morning, all was quiet in the house. I thought, I'll do it, I'll take the test.

How did you progress after taking the test?

I scored maximum on the first 'fun' fourteen-part test and was directed to further testing. I thought to myself 'go for it!' and did the extended testing which took 7 days in total. When my scores came in, they were high enough for me to be invited to forward my CV to guess who... (ex DCI) Mike Neville! Mike asked me to go for face-to-face testing in the laboratory at Greenwich University. I made my way there a couple of days later,

did really well on the testing and found myself on the first SRI Training Course the week after that! It was a real roller coaster.

The course was fantastic. I learned ways to enhance my innate skill. We were taught Behavioural Analysis and Detection, along with the law surround data and images etc. I was put through my paces with further testing and exams. The week culminated in an exciting role play – a 'Covert Operation' - we had to find some (pretend) bad guys in a busy market in London. We were given some out-of-date mug shots of some 'targets' and we did it, we spotted them in amongst the crowd, even though they were considerably older than their photos! It was exhilarating to use my skill in a real-life situation.

Continued...

Kelly Hearsey
Operations Manager & SR

What's the first thing you notice when you are looking at a face?

It may be different for other SRs but for me, I'm looking at the whole face. It's as though my brain is recognising a shape rather than eyes, ears, or nose etc. When I see a face, I'll know in a split second if it's the one I'm looking for. There's no hesitation, it's an instinctive reaction that I've learned to trust increasingly over time.

What was your first assignment like?

I was sent to Jersey to work on a murder investigation. It was a real success, I found numerous sightings of the suspect on CCTV and managed to obtain new evidence in the investigation. I was immersed in the case with the rest of the investigative team, and it was an honour to play a role. While I was there, I solved a completely different case during my tea break! It was a truly unforgettable experience and extremely rewarding. The suspect was convicted of murder and sentenced to nineteen years in prison.

You are now the most experienced civilian Super Recogniser in the world... How does that feel?

I sometimes pinch myself and say 'How did I get here?' I have packed so much into the last few years. Never in my wildest dreams could I have guessed the direction my life was about to take! I am very driven and operate at 100 miles an hour, which I guess can be a good thing in business. I have been able to find new clients and contracts for SRI and have thrown myself head first into the development of the business. I've made so many new contacts in this new working environment I find myself in, from police officers to heads of security. We're going from strength to strength. I feel that with Mike Neville as our figure head, we are ready to take on the world!

Why do you think humans are better at face recognition than the latest software?

Humans can cope with terrible quality images or even partial parts of the face. An example would be face masks – I can still make a successful facial comparison when a face mask is worn. I'm

not sure how effectively AI could do this. However, I do feel Facial Recognition Software is fantastic and highly effective – but ONLY when used by an analyst with heightened facial recognition skills such as an SR. Put the two together and you have a superpower.

"I worked on a murder investigation where I was able to prove premeditation. It was a fast-moving case and I found evidence for the police to ensure the killer was convicted. He received thirty-three years in prison for a despicable crime and it was a moving experience to know I'd helped to achieve justice for the victim's family."

What keeps you motivated?

Seeing a cold case resolved, a missing person reunited with their family, a murderer sent down for life, all these results make me determined to keep using this skill for the good of society. It means a great deal to me that I'm able to help. I feel I've been born with this skill for a reason, and I will ensure it's put to good use. ■

Never Forget a Face?
Choose the right course for you

Super recognition is not recent phenomenon. You would have heard some people say that they are good at recalling faces for as long they can remember. However, only recently it has been acknowledged as a skill that can be trained and developed for professional investigative use.

In recent years Super Recognisers have assisted in all types of crime investigation, being part of security teams, preventing theft and helping find and identify offenders from all over the world.

Most people have no idea of their potential and it is estimated that thousands possess this innate skill. Join over 6 million people today by taking the test and prove your ability to recognise faces.

Who are the courses aimed to?

There is NO need to have a background in security, the military or law enforcement. Super Recognisers come from a wide variety of backgrounds. We recommend, however, that you take the initial assessment by the Greenwich University. In some circumstances, students with a high scoring result on this test can access a special discount.

The ability to recognise faces is present across all ethnicities. Our online courses attract students from all over the world. All you need is access to the internet and a good understanding of English
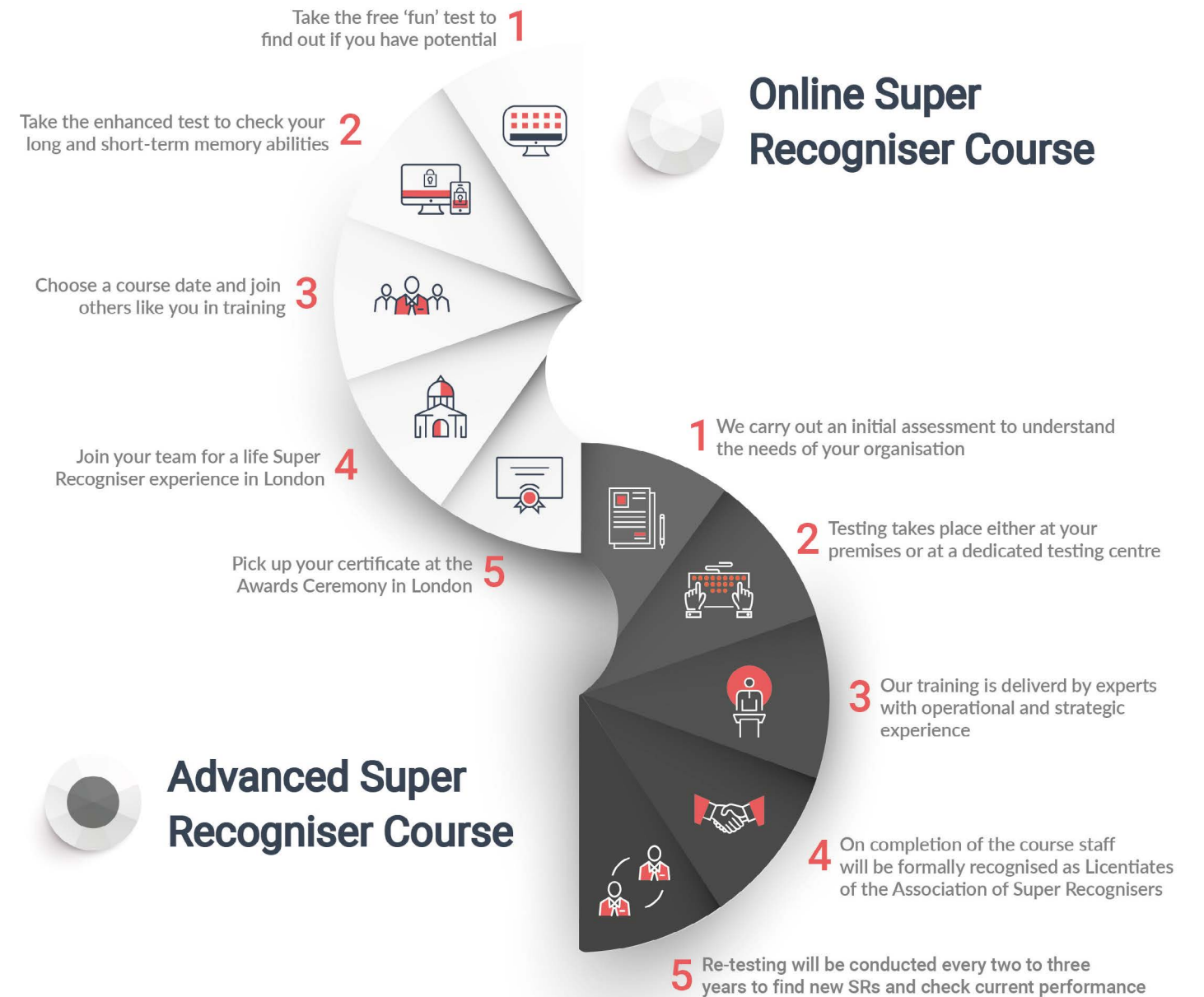
Which is the right course for me?

The Online Course has been designed for those with an interest in security, police and the military or those who simply want to understand and use their Super Recogniser skills. You will learn the foundations of the current legal framework whilst gaining an instruction in behavioural detection, operational Super Recognition tactics and future threats and crime trends.

The Advanced Course is aimed at law enforcement or border agencies, military units and security companies, where the identification of suspects (or victims) is critical to operational effectiveness. Courses are run for 20-30 students and will ensure that their Super Recognisers are used effectively to enhance performance.

Got any questions?

Call us on +44 (0) 330 133 4473 or email info@superrecognisersinternational.com to speak to a course adviser.

Your Journey
Becoming a Super Recogniser

Take the free 'fun' test to find out if you have potential **1**

Take the enhanced test to check your long and short-term memory abilities **2**

Choose a course date and join others like you in training **3**

Join your team for a life Super Recogniser experience in London **4**

Pick up your certificate at the Awards Ceremony in London **5**

Online Super Recogniser Course

1 We carry out an initial assessment to understand the needs of your organisation

2 Testing takes place either at your premises or at a dedicated testing centre

3 Our training is deliverd by experts with operational and strategic experience

4 On completion of the course staff will be formally recognised as Licentiates of the Association of Super Recognisers

5 Re-testing will be conducted every two to three years to find new SRs and check current performance

Advanced Super Recogniser Course

Online Super Recogniser Course

Entry-level course for Super Recogniser accreditation and recruitment. Increase your salary or open new career paths as a certified Super Recogniser.

Course Syllabus

Some of the topics we will cover:

- Scientific testing to identify short term, long term and crowd identification skills
- Legal, evidential & data protection issues relating to Super Recognisers (some sections relate to UK and EU law, but generic rules will apply to all jurisdictions and US and Australian law is noted)
- Behavioural detection training
- Future crime trends
- How SRs can work with latest video analytics
- Operational SRs tactics & exercises

What's Included

- Webinars, including mentoring and support
- Online examination
- Certificate of completion

Awards

Successful candidates are invited to London to receive their certificate from the Right Honourable, the Lord Lingfield, Chairman of the Association of Super Recognisers.

Guest Speakers

- Lord Lingfield, Chairman of the Association of Super Recognisers
- Professor Josh Davis, the academic expert
- Retired DCI Mike Neville, founder of Scotland's Yard's Super Recogniser Unit
- Other experts on Super Recognition & facial comparison

"The super recogniser course is extremely interesting and engaging. It was well-paced and the timings of the sessions were good, nothing felt rushed. There was time to ask questions, and… everyone got the opportunity to be heard if they had a question. The course layout with additional presenters made for a varied and interesting format."

ADELE, ENGLAND

KEY FACTS

DURATION:	2.5 Days
COST:	£240 - £375 *
FORMAT:	Online**

*Special discounts apply for members of the association of Super Recognisers
**With opportunities to attend a live exercise to test skills

Advanced Super Recogniser Course

This specialist course is aimed at police, border control, military units and security companies, where the accurate recognition of faces is a vital operational requirement and admissible evidence has to be produced to the courts. The course is adapted to reflect local laws and procedures.

Course Syllabus

Training is bespoke to each organisation but some of the topics we will cover:

- Identification of suspects and other persons of interest.
- Using SRs enhanced skills to use computerised facial recognition systems and video analytics.
- Behavioural detection training, so that they can spot persons displaying unusual or suspicious behaviour.
- Legal, evidential, privacy & data protection issues relating to SRs (bespoke to local legislation).
- Understand how SR skills can be used to target current threats and crime trends.
- Train SRs in operational tactics.
- Test these abilities with realistic exercises.

What's Included

- Initial assessment
- Basic testing
- Enhanced testing
- Pro training course
- Continuous Development (to be agreed)

Awards

Successful completion of the course will result in staff being formally recognised as Licentiates of the Association of Super Recognisers, which regulates the use of SRs. The agencies involved will be made corporate members.

"During times of austerity, where we need to make best use of our resources and spend wisely – what better than to utilise the skills our officers and staff already possess! The use of Super Recognisers to link offences, to enhance the process of serious crime CCTV reviews, to spot potential offenders in a crowd before they commit offences are just some of the great ways Super Recognisers can be used. And it's not just limited to Police Officers! We also have staff from departments such as CCTV and Control Room, so it really is an inclusive role."

STEVE JONES
Detective Inspector, Thames Valley Police

KEY FACTS

DURATION:	4-5 Days*
COST:	From £495 **
FORMAT:	Premises

*To be agreed following initial assessment
** Price per member taking part. To be agreed following assessment

The science of Super Recognisers:
An interview with Professor Josh P Davis

Dr Josh P Davis is a Professor in Applied Psychology at the University of Greenwich. He is also an elected Committee Member of the British Psychological Society, an Associate Editor of the Cognitive Bulletin and an Honorary Fellow of the Association of Super Recognisers. Below he explains how our understanding of Super Recogniser abilities has evolved and how Super Recognisers International is helping organisations make the most of their resources.

In your opinion, what is the tangible impact for any other organisation in getting their individuals tested?

It allows organisations to identify people with superior face recognition and to deploy them to roles in which their skills are vital. In the field this could be in surveillance, or in back room units in which they view large numbers of images of perhaps wanted suspects. In these circumstances, they may recognise that they have seen these suspects in previous crime scene footage. Unless they have the natural skills of a Super Recogniser, they may never be able to make a successful identification out of context. Some of these identifications may be critical to solving crimes.

In recent years, there has been heavy investment in automated face recognition software. This is generally highly accurate, however, there have been some well-publicised cases in the USA and UK in which entirely innocent people were arrested and imprisoned based on the "word of the computer". Super Recognisers (SRs) have been shown to have exceptional skills in many areas of face recognition, and it would seem to be ill-advised to employ operators of systems without these skills. Indeed, for legal purposes, final identification decisions will probably always be made by humans.

> *"Super Recognisers have been shown to have exceptional skills in many areas of face and voice recognition. Any organisation in which the recognition of people is key to their success are probably letting their customers down if they are not employing the right person for the job."*

Professor Josh P Davis
BSc MSc PhD AFBPsS FHEA CPsychol
**Honorary Fellow of the Association
of Super Recognisers**

We all know huge improvements have been made in the technology of face recognition and AI. Is this a threat to the human abilities of Human Recognisers?

I am not against software. For instance, as part of my research, we were helping a well-known organisation in Canterbury to see if they could develop a system for the recognition of facial composites. Facial composites are of course graphical recreations of a witnesses' 'memory of a face' after witnessing a crime. The problem is that they are not photographs and will only be approximate likenesses to the suspect. However, we showed that the system could reduce the number of candidates, which would save police time and effort during an investigation. Our SRs provided invaluable insights into the process of machine learning of face recognition and what's more, they could validate results on a real-time basis, supplying the algorithm with sufficient data to learn and improve.

What is the role of Super Recognisers International and what projects are you generating?

My lab at the University of Greenwich is called the Face and Voice Recognition Lab, and a large component of our work has been to develop a test battery for the identification of super-recognisers (SRs). The primary aim of our work with Super-Recognisers International (SRI) has been to use these tests to find SRs from around the world, in order that SRI can train people with these skills. Ideally, law enforcement organisations will then make the best use of these resources. Some of those tested are police, but others are civilians. I see a future in which civilian SRs support police forces and other governmental and corporate organisations that may not be able to develop their own SR Units, but from time to time will require additional backup when major incidents take place.

We are also generating new projects outside the confines of the UK. At the end of 2017 we started collaborating with Munich Police, testing 4500 of their employees. We identified about 30 as SRs. The project has been a huge success and led to the successful identification of many suspects. We now have annual contracts with other city police forces in Germany. We have also been collaborating with Australia with the Queensland Police Service as part of a very successful pilot, and we set up a small pilot run in Singapore. There are of course other projects we have been involved in, of which I am unable to tell you about!

Is there a typical Super Recogniser profile?

Super Recognisers are rare. We have a lot of participants on our volunteer research database that have above average recognising skills, but we require super-recognisers to slightly arbitrarily score in the top 1-2% of the population on a series of tests measuring short-term face memory, long-term face memory, simultaneous face matching and spotting faces in crowds. We do not think there is much difference between the abilities of female and male Super Recognisers although most people's face recognition skills continue to develop with age and peak around the mid-30's. However, the research we carry out attracts a certain profile, for example, taking part in research appeals more to females than males, but we tend to identify more male SRs within the police forces and security companies but only because these forces largely attract males, so it is very difficult to describe a typical SR profile.

What keeps you motivated?

My work has been primarily motivated by miscarriages of justice and I am particularly interested as to how we can use investigative forensic psychology to help improving the methods currently used by the criminal justice system. Eyewitness identification is the leading cause for miscarriages of justice on convictions and Super Recognisers are of course the key as they are less likely to make an identification error: If the evidence exist, then a Super Recogniser may identify the suspect. ■

Professor Josh P Davis' co-edited book "Forensic Facial Identification: Theory and Practice of Identification from Eyewitnesses, Composites and CCTV" (Wiley Blackwell) is available at all major retailers and online.

Be Part of a World Elite:
How to join

Super Recognisers have played a major part in cracking murder and terrorism cases and have solved thousands of other crimes, including robbery, burglary, rape and theft. You don't need a background in security or law enforcement, everyday people are discovering that they belong to a special elite of gifted people worldwide. Find out if you've got what it takes

1. Take the test

All humans are hard-wired to recognise faces, but only a few individuals have the innate skills to make them a 'Super-Recogniser'. These tests will establish your super recognition abilities in relation to short and long term identification and spotting faces in crowds. The cost of the enhanced test and analysis of the results is £60. This is a one-off payment. This fee will be deducted from the full price cost of that course.

2. Book a course

Our courses offer an unparalleled learning experience with the latest in the science of super recognition. Gain an internationally recognised certification that upholds the quality, scope and content, essential to maintain trust and confidence in the profession.

3. Find out more

We attract a global community of Super Recognisers and can have the experience of working with your organisation wherever in the world you are. Call us on **+44 (0) 330 133 4473** or Email: **info@superrecognisersinternational.com** to speak to a dedicated customer adviser. We want to hear about you.

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