



## **BRS Labs Brings Behavioral Recognition Technology to New Markets**

*Core technology extended to address multi-sensor and Big Data domains, facilitating expansion into new markets with significantly larger revenue base.*

**Houston, TX USA – July 18, 2013** – Behavioral Recognition Systems, Inc. (BRS Labs), creator of award-winning software that autonomously learns and alerts on unexpected behavior, today announced a new strategic direction for generating future growth through the extension of its core behavioral recognition technology into multi-sensor and “Big Data” applications.

“After proving our enterprise-class software in the video surveillance industry, it’s time to take our innovative technology to new markets,” said John Frazzini, President of BRS Labs. “From the beginning, we’ve recognized the wide-ranging potential of cognitive behavioral recognition with Big Data. We are now implementing that vision.”

The company’s technology is already being applied to a variety of new markets. These include SCADA, operations management, facilities management, trade-traffic-and-transaction monitoring, chemical-biological-radiological-nuclear-explosive threat detection, airspace management, submersible systems, and cyber security. Additional opportunities are expected to come from other applications that can benefit from real-time recognition of unexpected behaviors detected within both structured and unstructured sensor data.

According to Ray Davis, Chief Executive Officer of BRS Labs, “One of the major limitations in Big Data is how difficult it is to use. Cognitive behavioral recognition technology is the answer because it teaches itself what’s normal and what’s unexpected, with no need for custom programming. We help people make better, faster decisions by delivering the right information whenever and wherever it’s needed. We’re very excited to be delivering these capabilities to market.”

### **About BRS Labs**

BRS Labs builds self-learning behavioral recognition software for enhanced safety and security. These highly automated solutions dramatically improve situational awareness and incident response across complex physical environments. This patented artificial intelligence technology accurately identifies potential and active threats in real-time, deploys quickly, and is inexpensive to operate. Customers use BRS Labs to react sooner to unfolding safety, security and operational management situations, and to deploy staff more efficiently. That’s why government agencies and major corporations rely on BRS Labs to protect people, assets, facilities and borders. BRS Labs is headquartered in Houston, with offices in Washington DC, London, Sao Paulo and Barcelona.

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