



For Immediate Release

Innovator GT Digital Ltd teams up with tech hub Anekanta Ltd to bring cognitive intelligence to the security sector

20th March 2020, Cheshire, UK, based [Anekanta Ltd](#) (Anekanta) and New York, USA, based [GT Digital \(GT\)](#) announced today that they are working together to progress GT's patent pending, innovative cognitive intelligence platform MediaMaestro. Through its advanced military grade proprietary algorithms, MediaMaestro can automatically predict emerging threats before they happen, enable fast mitigating action and provide continuous updates to a rapidly evolving scenario.

In a society where the threats to the safety and well-being of the individual are ever increasing, whether in public spaces, borders, critical infrastructure, the workplace, at home or at leisure, there is an increasing demand for better situational awareness which enables effective decision making by authorities and business leaders to keep people safe.

Many situations appear to evolve at a lightning pace, yet evidence may be building up days, weeks and months ahead and may also involve groups of people working together. Visibility of an evolving threat is often low. The challenge to the stakeholders is that the situation may already be live by the time action is taken and by then it may be too late. Often the evidence isn't discovered and connected until post event.

Current technology in the marketplace is hindered by the limited ability to access, converge, analyse and extract meaning from millions of sources. It can only provide a perspective based on the snapshot of information available at the time.

GT Digital's innovation is a form of artificial intelligence which by Connecting the Dots, combines and analyses any data source, including images from video surveillance, body worn, drone and satellite cameras, building sensors, GPS sensors, any externally accessible data and media source, and predicts intent using its patent pending algorithms. GT's innovation creates a halo of protection through its dynamic all round situational awareness surpassing anything on the market today.

Anekanta solves problems and adds entrepreneurial value to technology focused organisations with an interest in artificial intelligence, video surveillance and safety domains. The team brings specialised strategic knowledge and expertise to the GT proposition aiming to further define the target customer and refine the solution. Through its corporate consultancy it will also act as a catalyst to enable the business to lay down the early stage financial foundations, build the corporate structure and help the business move forward to piloting the platform.

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Pauline Norstrom CEO and Founder of Anekanta Ltd “My interest in artificial intelligence in the security domain, is rooted in putting technology to good use in order to benefit society as a whole. GT Digital Ltd’s innovative cognitive intelligence platform aims to do exactly that by preventing acts of disruption before they happen. I am delighted to be working with Gary Olson, Len Fertig and the team to help them develop the proposition and move the business forward to the next stage”

Gary Olson CEO and Co-Founder GT Digital Ltd “We are excited to have Pauline Norstrom working with us on our goal to help prevent some of the disruptive events in the security domain, protecting lives and property. **CONNECTING THE DOTS** - No Human analyst can process or manage the overwhelming amount of digital information efficiently and effectively to initiate preventive action without an Artificial Intelligence solution. We correlate video and data from any source in any format.

Len Fertig CFO and Co-Founder GT Digital Ltd “GT Digital is in the “plot prevention” business thanks to ground-breaking technology that alerts security experts before events happen, foiling or at least mitigating the damage to people and property. Not only does this represent a great market opportunity but also a critically important social good.”

For more information contact – Anekanta Ltd, ask@anekanta.co.uk

Notes for the editors

About Anekanta

Anekanta’s name is derived from the philosophy of Anantavada which suggests that the search for the truth is infinite and requires the input of many perspectives. This philosophy is applied to the services Anekanta provides to the security sector. A sector whose purpose is to deliver the best version of the truth about a situation using the maximum available inputs from technology and enable authorities to make decisions to take action.

The business, which operates as a boutique innovation and consultancy hub, was founded by Pauline Norstrom, a global security industry leader whose track record in the security sector dates back to the early 2000’s heading up the global marketing function of Dedicated Micros during its high growth period followed by senior Board and leadership roles including MD, COO, VP and President in related UK and USA technology businesses over the last 20 years. Her Industry credentials also include a 2 year tenure as the elected Chair of the British Security Industry Association (BSIA) and over 6 years as the elected Chair of its Video Surveillance Section. With a passion for continual learning, she graduated from the University of Oxford Artificial Intelligence Programme in January 2020 in the highest possible grade band, and is a Fellow of the Institute of Directors, a Chartered Institute which promotes the highest standards of corporate governance in UK business. She is also a member of British Mensa.

Using this foundational sector experience as a guiding light to steer Anekanta’s security sector offering, we harness the problem solving expertise of leading industry colleagues to create and deliver solutions to the complex problems arising when converging new and legacy technology. The team examine ethical considerations together with the potential impact of the use of AI and challenge corporate and legal frameworks to accommodate its safe use. In doing so Anekanta brings the people along on the journey to a safer technological world. For further information contact: ask@anekanta.co.uk or visit the web site www.anekanta.co.uk

About GT Digital

GT Digital understands that in today’s world hostile events and cause-inspired violence against innocent people fill the news media and has put the public, law enforcement and governments of the world on edge. GT Digital’s flagship technology MediaMaestro brings together advanced US military cognitive technology with award winning broadcast television technology to create a Cognitive

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Intelligence solution for predictive analysis to help prevent these acts of terrorism, attacks and violent situations or threats unlike anything currently available.

Public and private security organizations have the capability to capture vast amounts of video, imagery and big data from sensors, radar, social media and many other sources. The amount of security video being generated by satellite, surveillance, body and car cameras, postings on social media and UAS (Unmanned Aerial Systems) plus the data from sensors, radar, unstructured and structured sources continues to grow and is drowning analysts. In many cases the analysts are in geographically separated locations while reporting to the same manager and/or decision maker.

This is creating an overwhelming amount of video and big data that needs analysis and has produced a "Firehose in a Dixie Cup" effect of almost too much video and data. Each of these sources are collected in isolated data pools using proprietary tools to mine and analyse each data type. Sometimes these tools are specific to only one data format.

National Security, Public Safety and Private Security organizations that have the responsibility to prevent attacks or threat incidents have realized the inability of human analysts alone to be able to efficiently and effectively identify these potential threats or situational awareness concerns in a predictive and preventative way.

MediaMaestro enhances the analyst's ability to produce actionable information. MediaMaestro has created cognitive intelligence as an outgrowth of cognitive computing. Cognitive Intelligence is the application of an analytic set of processes integrated with the cognitive engine and aggregating the output of multiple cognitive processes into a new analytic layer refining the output with greater accuracy and efficiency.

MediaMaestro is the next generation of Predictive Analysis of Situational Conditions and Threat Detection to enable preventative actions that will mitigate attacks or incidents threatening National Security and Public Safety.

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