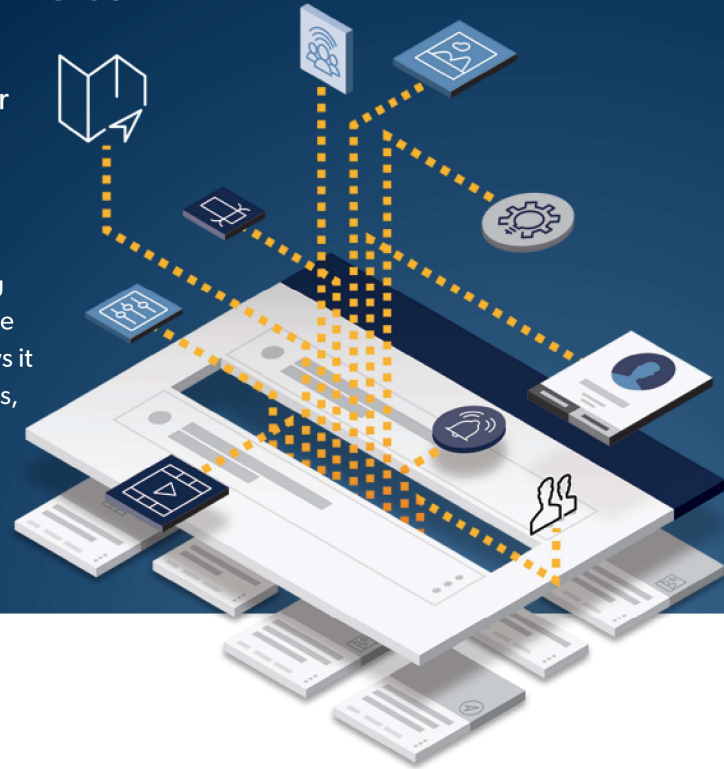


Turn Big Data into Smart Data

Media Sonar helps the world's largest organizations gather and analyze online alternative data to better protect their people, brand and assets, everyday.

At Media Sonar, we give organizations the ability to quickly gather and analyze data from surface, deep and dark web sources, including classifieds and global news feeds, in a matter of seconds. Our versatile technology takes large amounts of online alternative data and narrows it down into actionable insights for organizations to help identify threats, kick start an investigation or manage a crisis.



Discover insights that matter



Seamless workflow

Our user interface is straightforward and easily guides your queries across multiple online channels. With powerful search and filter capabilities, you will be able to define and drill down the data to get discrete results of interest.



Instant visibility

Our solution gathers data across online and deep web channels all in one spot. Our technology is cloud-based which means no hardware or software installation so you can access your data anywhere you are.



Visualized data

Machine learning and natural language processing power meaningful visual summaries, mapping, and analytics help to provide you with insights from either streamed or historical data.



Dependable results

Save and store data searches with unlimited future access and retrieval. Your information will be safe, accessible and private.



For more details on how Media Sonar can help deliver big data insights contact sales@mediasonar.com for a demonstration.



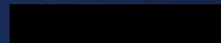
Proposal for

Los Angeles Police Department

Prepared for:



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Prepared by:

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Senior Sales Executive

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855-898-4044 

Introduction

Hi [REDACTED]

It's been a pleasure working with you building this solution for the Los Angeles Police Department.

During our conversation we discussed the following key points that are most important to the Los Angeles Police Department:

- Online threat detection for VIPs and for events
- Online intelligence for investigations - homicides, robberies and violent crimes
- Open-source searching on individuals

Based on these needs, I've built the following package that outlines how Media Sonar can help you with these needs and which subscription would best fit your requirements.

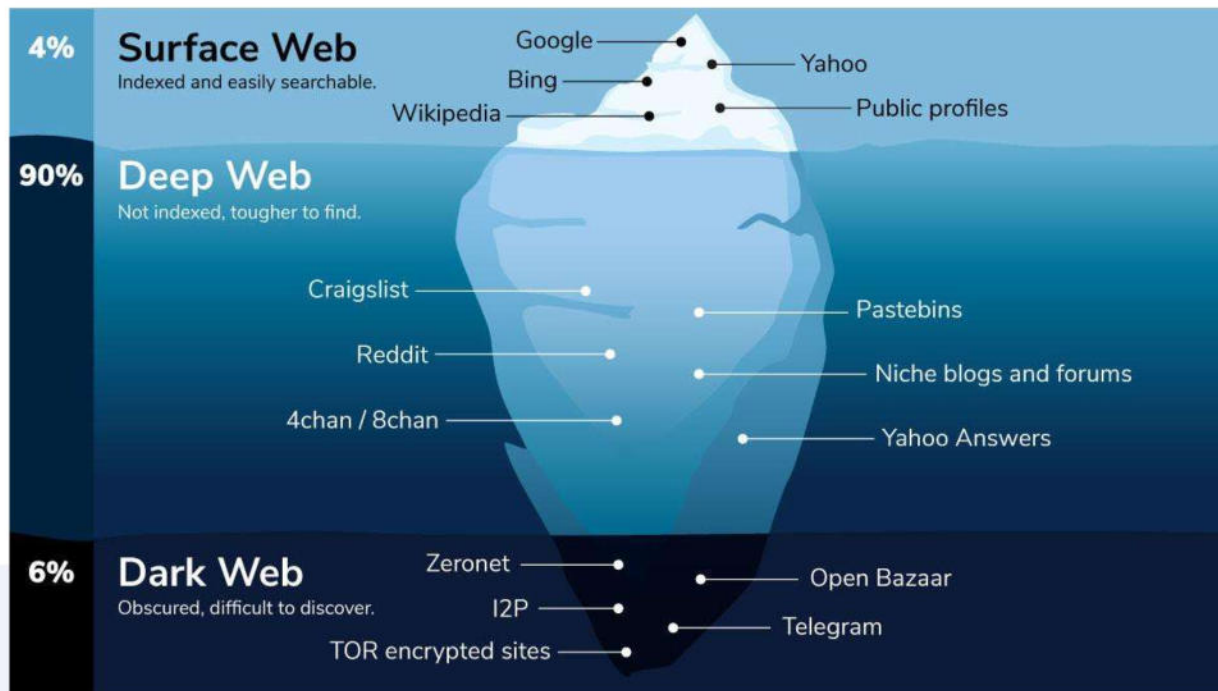
What is Media Sonar?

Given the expanding digital universe and its growing impact on the physical world, public and private sector security professionals will encounter new threats and risk blind spots, as well as have access to previously hidden intel like never before.

Media Sonar is an **Online Investigation Software** that enables users to quickly detect threats and broaden their cases by safely gathering intel from over 100,000 sources across the Surface, Deep and Dark Web.

Detect potential threats, find new leads, locate witnesses, and improve your crisis management by making online investigation, and Media Sonar, a key component for your investigation toolkit.

There's so much more than search engine results



You only access 4% of the Internet when you rely on search engines.

Media Sonar enables you to conduct online investigations on the Surface Web, the Deep Web and the Dark Web.

Don't limit your intel. Access more data, and do it safely and anonymously, with Media Sonar.

Criminal Activity Intelligence

Quickly conduct extensive searches

For combating crimes including **human trafficking, illicit drugs & weapons and identity theft**, you need access to unique intelligence only available online.

- Learn relevant slang and names
- Track criminal networks and their methods of communication
- Gain insight into past events and future threats through posts, pics & videos

Media Sonar in action

A law enforcement agency could not locate witnesses to a fatal shooting at a party, despite the hundreds of people in attendance that night. They worked with Media Sonar to monitor social media posts made before and after the shooting.

With Media Sonar

Broaden cases by tracking communications to identify criminal networks and new leads.

Stay on-top of gang/drug/weapon **slang keywords and hashtags**.

Create Digital Footprints of key people in your investigation and find new online profiles and connections.

Safely and anonymously **monitor Dark Web** forums and markets for mentions of keywords and players.



The investigation revealed hashtags used to discuss the event online. This led to the discovery of a number of witnesses that could assist their officers in locating and prosecuting the alleged shooter.

Key Person Identification

Expand the breadth of your intel

Online intel can reveal new witnesses to criminal events, new connections to your cases' relevant people and new leads to help you locate them.

- Videos and images of the event and nearby witnesses
- Posts and comments about a situation that may provide new insight and witness leads

With Media Sonar

Search and create custom alerts from 100,000+ sources.

Create a Digital Footprints for key people in your investigation and find previously unknown online profiles and connections.

Safely and anonymously **monitor Dark Web** forums and markets for mentions of your key players and their activity online.



Media Sonar in action

A law enforcement agency in California was having difficulty tracking down the person robbing cell phone stores and selling the phones online. They could identify a car used in the robberies but they couldn't connect the car to the suspect.

Using Media Sonar's **Digital Footprint** function they found a connection to the suspect's mother who drove a car of the same color, make and model as the one used in the robberies. This led to the arrest of the suspect.

Crisis Management

Respond quickly in a crisis

Media Sonar helps you maintain situational awareness and see early warning signs of issues such as:

- Natural disasters including hurricanes and floods
- Extreme situations such as an active shooter
- Terrorist alerts, threats or attacks
- Violence, looting and lack of critical supplies

Media Sonar in action

Our software helped to support law enforcement during the Hurricane Irma and Hurricane Maria disasters in Puerto Rico. Understanding online sentiment or the nature of posts through online network was extremely important for troopers on the ground.

With Media Sonar

Quickly search blogs, forums and social media for crisis specific hashtags to find customers, employees or neighbors in need or distress.

Stay current by **monitoring social media posts** of multiple responding aid agencies.

Set alerts for important keywords (your brand and location with 'active shooter' 'shooter' 'hurricane' 'terrorist' 'attack' etc.)



Media Sonar software allowed officers to anticipate the needs of the citizens, validate information and gain visibility into public morale including any looting or violent events.

Event & Venue Security

Be on top of things before, during and after an event

Media Sonar helps you maintain situational awareness and see early warning signs of issues such as:

- **Growing negative comments about an event or venue**
- **Safety concerns during an event**
- **Potential threats against performers or speakers**

With Media Sonar

Search and create custom alerts from 100,000+ sources to stay on-top of event relevant keywords, influencers and hashtags.

Create Digital Footprints of any key people related to your event.

Safely and anonymously **monitor Dark Web forums** for any mentions of the event or venue or the selling of counterfeit material.



Media Sonar in action

Local law enforcement use Media Sonar to be situationally aware of what was happening at a major sports venue and the surrounding area during “big game” days.

This allows their team to get in front of potential challenges and monitor off-site tailgating parties, weather, traffic and other trends that may become an issue during these large public gatherings.

VIP Protection

Protect your VIP in the digital world

It is no longer enough to ensure your VIPs physical protection. Now, great harm can also come to your VIP in the digital world.

You need to be aware of issues such as:

- **Impersonations of your VIP online**
- **Negative comments or threats**
- **Social posts revealing sensitive information**

Media Sonar in action

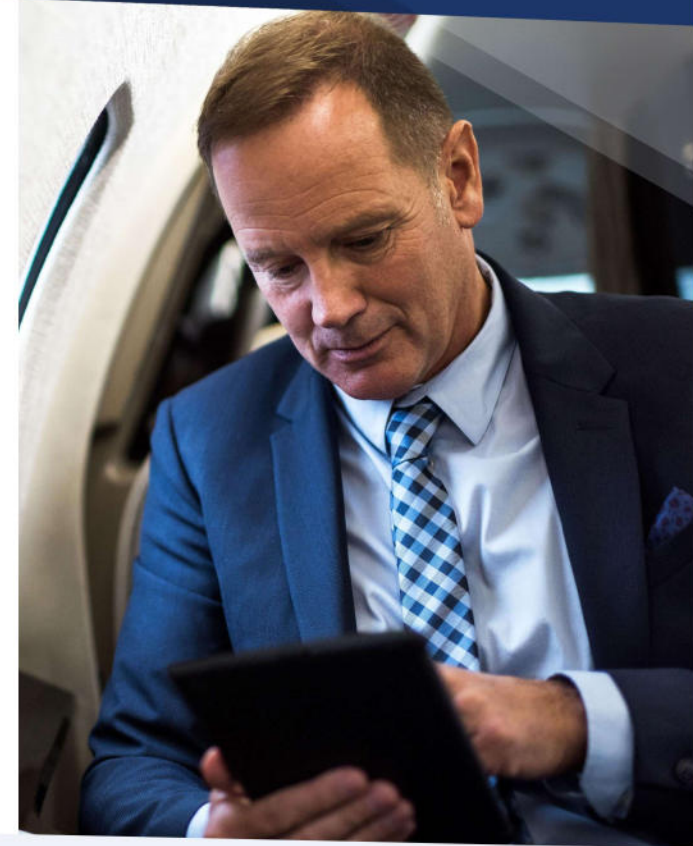
An international manufacturing company used Media Sonar to monitor global trends, keywords and brand sentiment to ensure the safety of their executive team after receiving a bomb threat to their CEOs house.

With Media Sonar

Build custom searches and alerts to ensure sensitive information, such as travel itineraries, are not available to the public.

Generate a comprehensive Digital Footprint of your VIP or other persons of interest. Learn unexpected handles and profiles. Stop digital impersonations.

Safely **search the Dark Web** to learn of any malicious activities targeting your executives and VIPs.



As part of the operations team's routine, they now do daily searches for keywords and public sentiment to proactively stay ahead of any risks or mitigate potential threats.

Blogs, Forums and News

You will gain access to:

Online discussions, blogs, forums, and news articles are important and growing sources of investigative data.

Media Sonar includes Reddit, Yahoo Answers, 4chan, 8chan, pastebins and niche blogs and forums as well as access to over 3,000 news sources.

You will be able to:

Enrich your data

Expand the depth of your intelligence gathering using unique data found in the Deep Web blogs and forums and benefit from the investigative work already completed by journalists.

Speed up your search

Unlike time consuming and manual searching online, using Media Sonar software you can follow proven processes to gather relevant online data all in one place.

The screenshot shows a search interface with the following elements:

- Search Bar:** Contains the query "(*Polk County* AND (gun* OR bomb* OR weapon* OR *active shooter*)) NOT site:(orlandosentinel.com)".
- Search Results:** Displays "Showing 1-58 of 103 results".
- Result 1:**
 - Title:** "Man Shoots Daughter, Wife & Her Grandparents Before Killing Himself After Chilling Facebook Post"
 - Image:** A family photo of a man, a woman, and a child.
 - Text:** "Man Shoots Daughter, Wife & Her Grandparents Before Killing Himself After Chilling Facebook Post 15:32 A man shot and killed his wife, baby daughter and his wife's grandparents before killing himself at a Texas ranch. Five people were found d"
 - Metadata:** "Feb 12, 2019 9:32 AM", "blogspot.com", "SAVE" button.
- Result 2:**
 - Title:** "CRIME Texas: Sheriff: 5 found shot dead in Polk home"
 - Text:** "Texas: Sheriff: 5 found shot dead in Polk County home Ooh, nasty nd shot dead in Polk County home Updated: Feb. 11, 2019 3:08 p le were found shot to death inside a Livingston-area home Mond th the Polk County Sheriff's Office rushed to the home in the 3600 3126 around 10:30 a.m. after receiving a call for a possible assau arrived, they found several people five in total dead of appare nds, according to the sherif"
 - Metadata:** "Feb 12, 2019 4:51 AM", "timebomb2000.com".
- Result 3:**
 - Title:** "At least 5 people found shot to death in rural Texas home"
 - Text:** "At least five people were killed Monday following a shooting at a home in rural Texas, authorities said. The Polk County Sheriff's Office said deputies were resp onding to an assault call at home in Blanchard when they discovered multiple vi ctims who suffered apparent gunshot wounds. Blanchard is an unincorporated community located 82 miles north of Houston. It is unclear what led up to the s hooting. Sheriff Kenneth Hammack said his office is investigating along with the Texas Rangers, CBS affili"
 - Metadata:** "Feb 12, 2019 4:37 AM".
- Result 4:**
 - Title:** "DPS: Five people found dead inside home in Polk County"
 - Text:** "DPS: Five people found dead inside home in Polk County The sheriff's office says all five victims die d from apparent gunshot wounds."
 - Image:** Facebook logo.
 - Metadata:** "Feb 12, 2019 4:30 AM".

Social Platforms

You will gain access to:

- Posts, reposts and quoted posts
- Saved content can, in most cases, be pulled back later even if it has been deleted from the original source
- Verified profiles are marked
- Results for multiple languages

You will be able to:

Find lost data

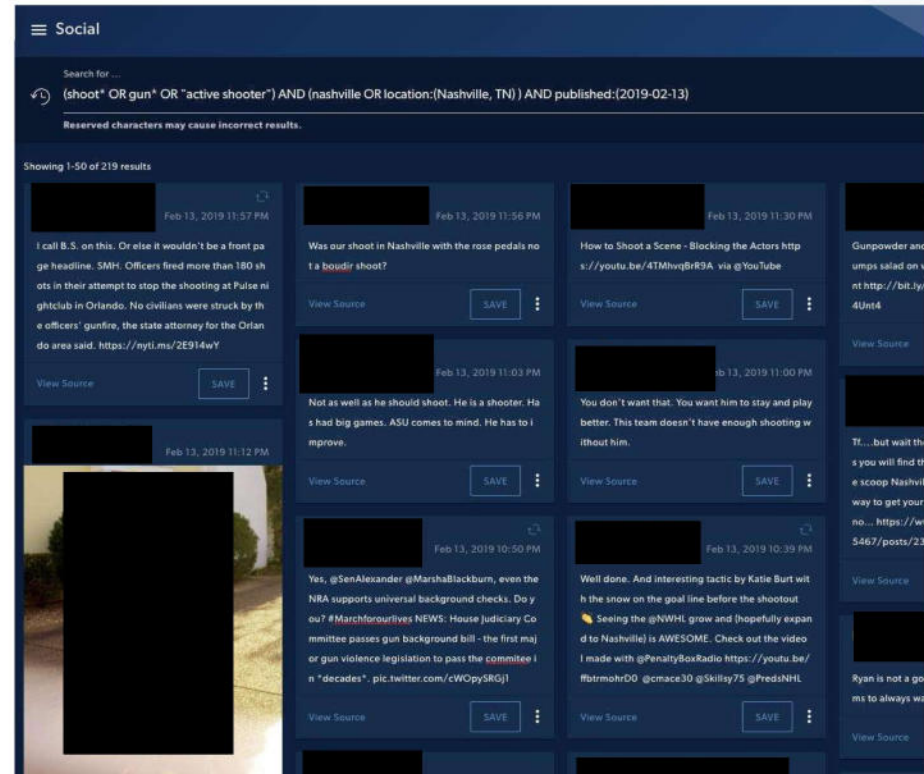
Include leads in your investigations that are unavailable with standard search methods and tools.

Sort quality from quantity

With verified profiles clearly marked, focus your investigations in the right places.

Gain unexpected leads

Using the tags in the page, pick-up unexpected names and connections.



Case Management & Reporting

You will gain access to:

Social Insight Reporting:

- Social activity over time
- Top tags, posters and mentioned users
- Sentiment Distribution
- Positive Influencers
- Negative Influencers

You will be able to:

Social Insights Reporting

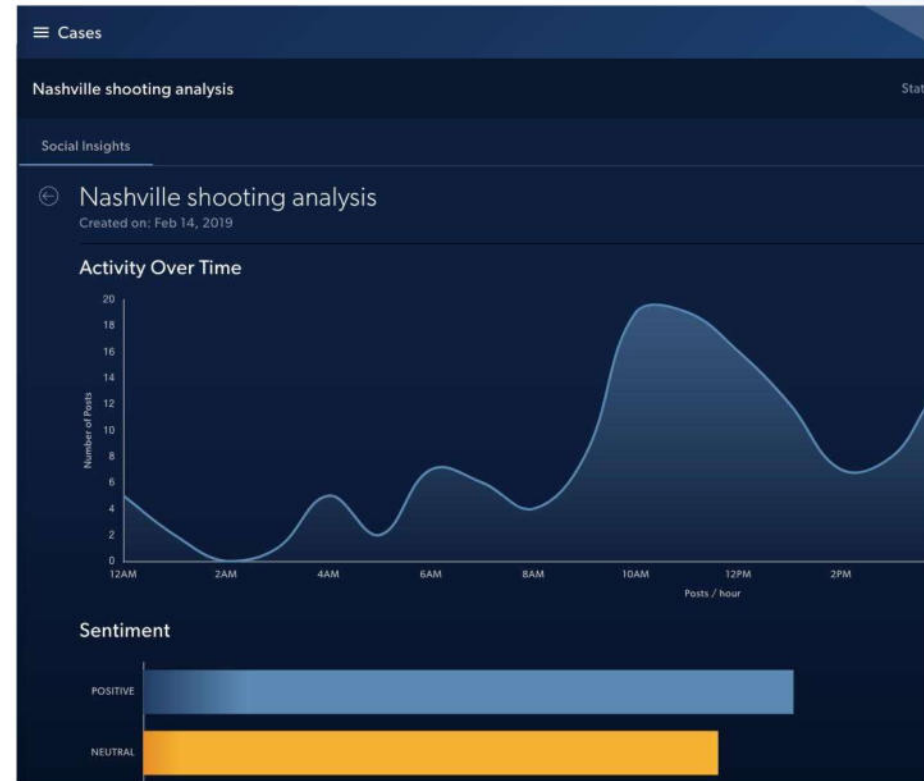
View high-level analytics of your social results in an easy to read visual format.

Case Management:

- Save important posts with a single click
- Organize content into a familiar case structure
- Case items are stored permanently, even if they are deleted at the source.

Case Sharing

Share relevant cases with other Media Sonar users within your team to allow for collaboration in your investigations.



Digital Footprint

You will gain access to:

- A full digital snapshot of an individual's online presence including all related personas and connections
- 300+ data sources with 2 billion records compiled from:
 - Public records
 - Business listings
 - Marketing lists
 - Phone directories
 - Crowd-sourced data

You will be able to:

Easily gather a full digital view

Using the Digital Footprint function, develop and save a full picture of a threat's digital identity and presence.

Gain unexpected leads

Learn associated user names, emails and additional key information.

The screenshot displays a user profile for Jeff Swingberg. At the top, the name 'Jeff Swingberg' is shown with a gender of 'Male' and an age of '33 yrs'. Below the profile picture, there are sections for 'Known Photos' (three images), 'Phone Numbers' (one redacted number), 'Email Addresses' (one redacted address), and 'Usernames' (one redacted username). To the right, a 'Relationships' list includes names like Keyser Darlene S, Mike S, Phil S, Justin B, Steve A, Brendan W, Stephen A, James W, and Titus F. At the bottom right, 'Website URLs' listed include Facebook, foursquare, and Gravatar.

Dark Web

You will gain access to:

- TOR, i2p, Openbazaar, zeronet, public Telegram channels
- Broad search capabilities
- Scheduled alerts
- Site categorization
- Access beyond password walls

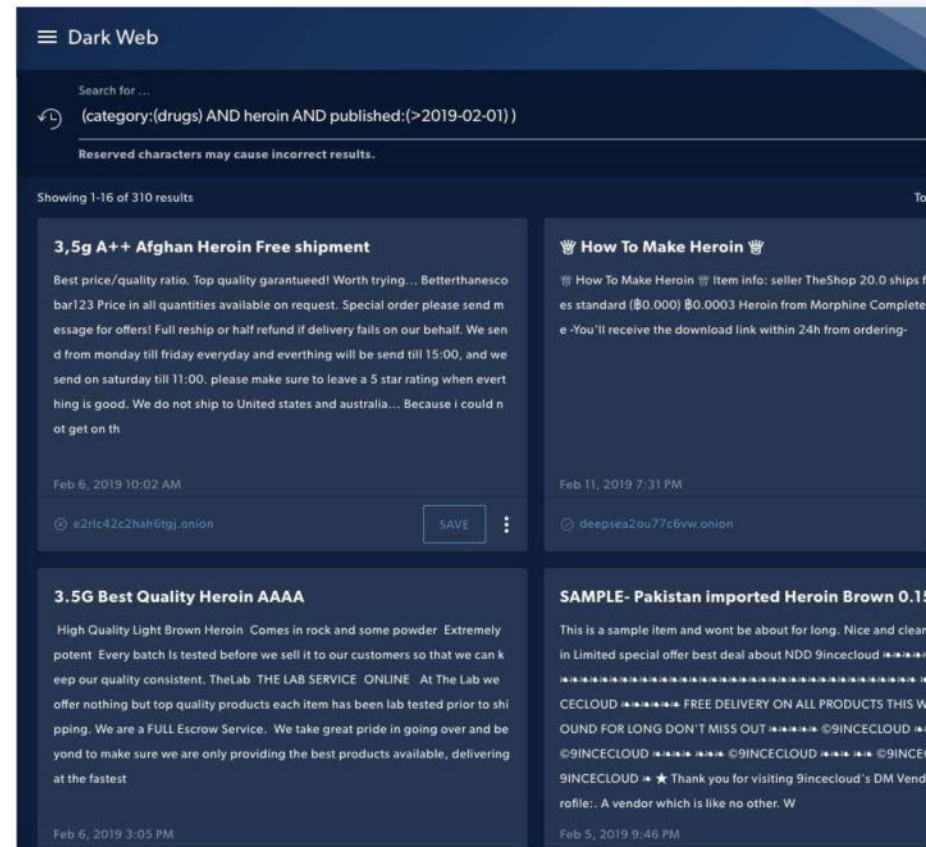
You will be able to:

Safely and anonymously access the Dark Web

Media Sonar acts as a shield to keep your system secure and your personal data safe when searching the Dark Web.

Broaden your intelligence

Include Dark Web data in your investigations to discover previously unidentified risks and broaden your case intel.



Solution & Pricing

Online intelligence for investigations

- Search across Twitter, news, blogs, forums and the Dark Web by keyword and with advanced filtering options to find actionable intelligence
- Safely and anonymously monitor the surface, social, Deep Web and Dark Web
- Organize and save information with cases and reporting

Open-source searching

- Use Digital Footprint to search over 300 surface, social and deep web sources to identify an individual's online presence

Online threat detection

- Be proactive with automated threat alerts
- Receive real-time intelligence pertaining to your customized search queries

Premium Subscription (3 users)

- Case Management & Reports
- Data Search: Social, News, Blogs & Forums
- Digital Footprint
- Dark Web

Annual Price: [REDACTED] USD

What to Expect in Your First 30 Days

Week 1

Intro & basic training

Estimated duration: 1 hour.

During this session:

- Introduction to your Customer Success Manager
- Set up usernames and passwords
- Add users
- Review key features
- Discuss how to achieve your goals with the software

Week 2–3

Advanced training

Estimated duration: 1 hour.

During this session:

- Discuss your use of the software and any questions you may have
- Review advanced search queries including advanced filtering

Week 4

Wrap-up

Estimated duration: 30 minutes.

During this session:

- Software Q&A

Next Steps

1. Meet with Toni Chrabot on July 16th to review ideas for policies and for funding.
2. Submit for budget approval.
3. Look for other funding options, ie. grants

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