

## Footprint

Automatically find digital footprints and kick start an investigation with ease

Footprint allows you to automatically find digital footprints in the matter of seconds. Our solution automates the process to search, collect, and view comprehensive digital footprint summaries created from surface, online, and deep web data. These summaries are saved in an easy-to-use interface, which will help streamline daily operations, increase team communication, and help kick start an investigation with ease.



## Why Footprint?



### 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 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 whenever and wherever.



### Visualized data

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



# Kick start your investigation with ease.

## Key Benefits



### Access comprehensive results without compromising reliability

Gather data from over 300 sources across surface, social and deep web channels. Example of data sources include: LinkedIn, Wikipedia, Facebook, Twitter, Youtube, Amazon.com.



### Enhance profiles in an easy-to-use application

You have the ability to add information to retrieved data results to enhance and build a more robust profile to kick start an investigation with ease.



### Automatically gather information

Our solution automates the process of collecting profile data across a broad reach of data sources within a single application. Easily retrieve information from hard-to-find data sources to save you time and streamline your daily workflow process.



### Share profiles across organizations

Share profiles and add notes across the organization to eliminate duplicate records, increase communication with team members, and cross-reference other information sources to build a strong case.



For more details on how Media Sonar can help deliver big data insights contact [sales@mediasonar.com](mailto:sales@mediasonar.com) for a demonstration.



Proposal for

# Los Angeles Police Department

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# 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.

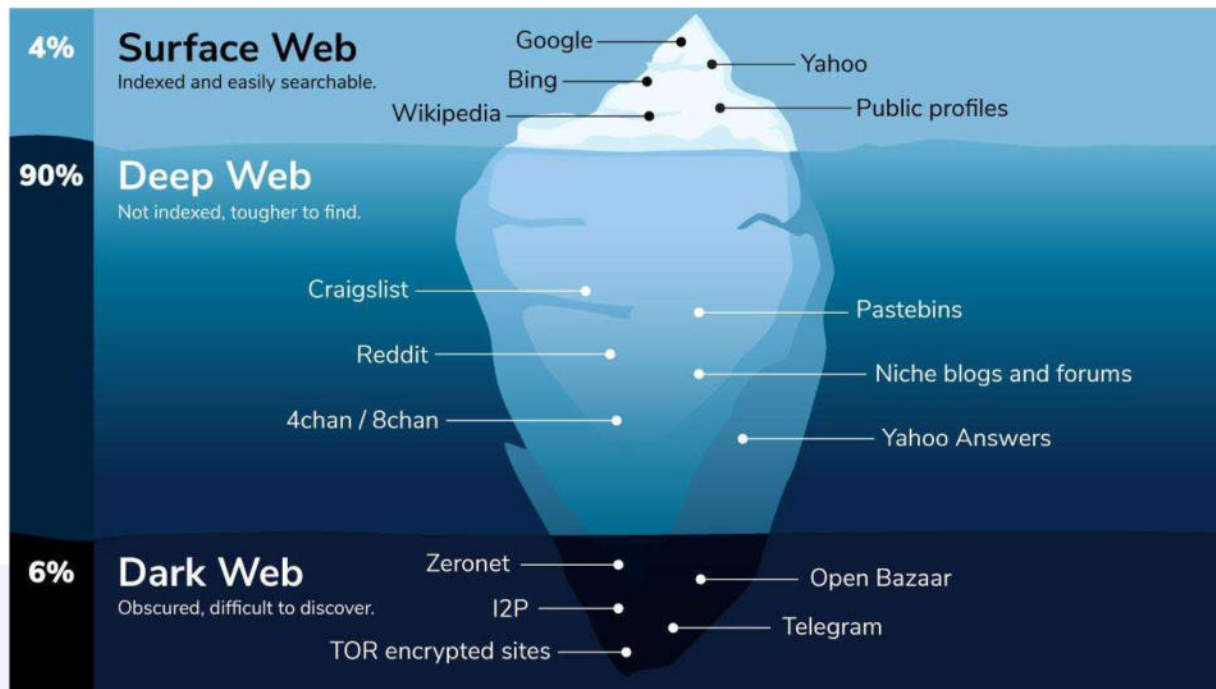
# What is Media Sonar?

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

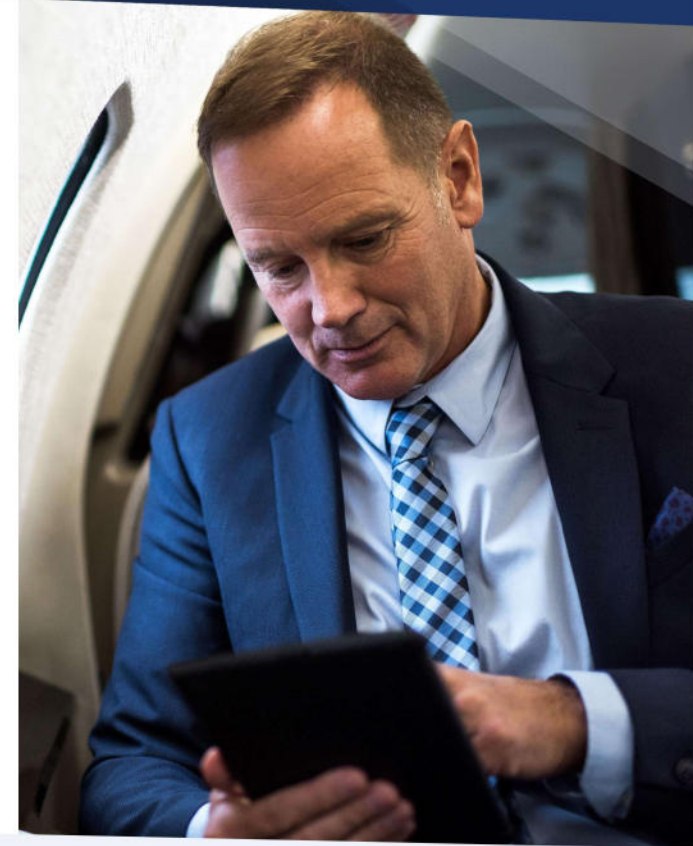
An international manufacturing company used Media Sonar to monitor global trends, keywords and brand sentiment to ensure the safety of their executive team after receiving a bomb threat to their CEOs house.

## 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.

# Media Sonar Platform



# 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.



# Threat Models

## You will gain access to:

An automated threat detection system that detects when threats appear online and automatically signals to security that a new potential threat has been found. Threat Models allows a straight path forward to investigation once a threat has been identified. It comes with pre-built keyword groups to help jumpstart implementation.

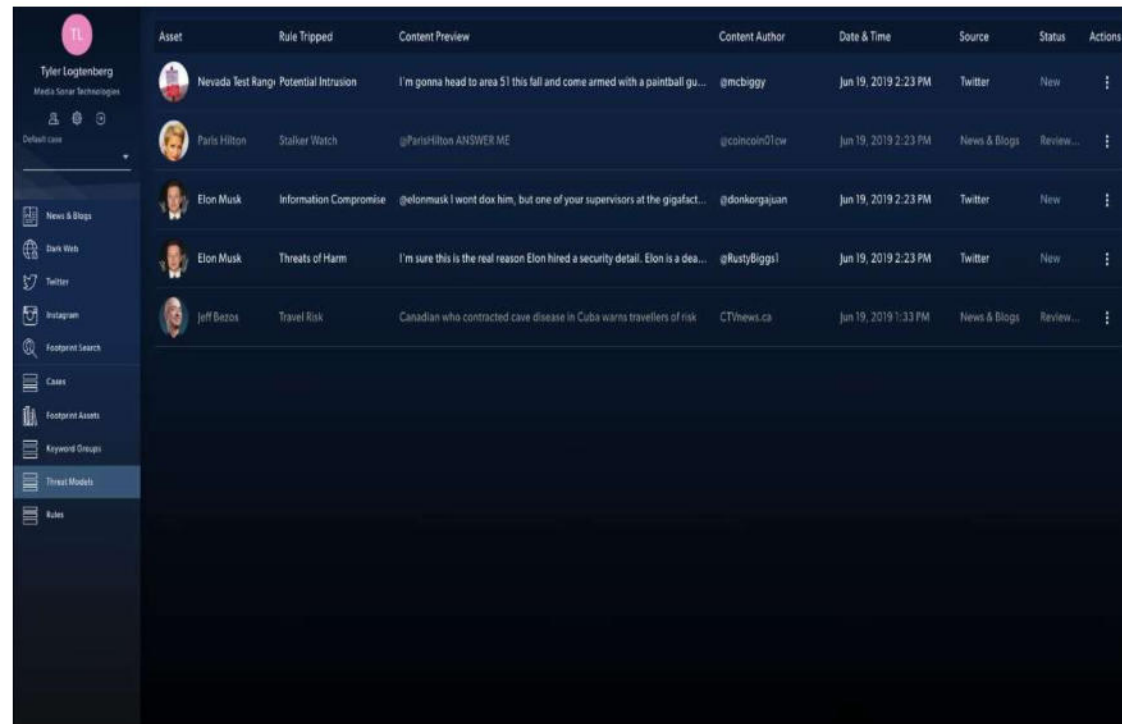
## You will be able to:

### Detect threats to your protected assets

Automatically detect online threats to protected assets. Be the first to know if your facility, executives, or organization are being targeted.

### Keyword groups

Threats don't always follow the same pattern. Cast a wide net with regularly updated Global Keyword Groups that account for the inconsistent language and different attack types that might appear online.



The screenshot shows a dark-themed dashboard with a sidebar on the left containing navigation icons for 'News & Blogs', 'Dark Web', 'Twitter', 'Instagram', 'Footprint Search', 'Cases', 'Footprint Assets', 'Keyword Groups', 'Threat Models', and 'Rules'. The main area displays a table of detected threats.

Asset	Rule Tripped	Content Preview	Content Author	Date & Time	Source	Status	Actions
Nevada Test Range	Potential Intrusion	I'm gonna head to area 51 this fall and come armed with a paintball gu...	@mcbiggy	Jun 19, 2019 2:23 PM	Twitter	New	⋮
Paris Hilton	Stalker Watch	@ParisHilton ANSWER ME	@coincoin01cw	Jun 19, 2019 2:23 PM	News & Blogs	Review...	⋮
Elon Musk	Information Compromise	@elonmusk I wont dox him, but one of your supervisors at the gigafact...	@donkorgajuan	Jun 19, 2019 2:23 PM	Twitter	New	⋮
Elon Musk	Threats of Harm	I'm sure this is the real reason Elon hired a security detail. Elon is a dea...	@RustyBiggs1	Jun 19, 2019 2:23 PM	Twitter	New	⋮
Jeff Bezos	Travel Risk	Canadian who contracted cave disease in Cuba warns travellers of risk	CTnews.ca	Jun 19, 2019 1:33 PM	News & Blogs	Review...	⋮

# 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.

The screenshot displays a search interface for the Dark Web. At the top, there is a search bar with the query "(category:(drugs) AND heroin AND published:(>2019-02-01))". Below the search bar, it indicates "Showing 1-16 of 310 results". The results are presented in a grid of four cards. Each card contains a title, a brief description, a date, and a source link. The first card is titled "3,5g A++ Afghan Heroin Free shipment" and is dated Feb 6, 2019 10:02 AM. The second card is titled "How To Make Heroin" and is dated Feb 11, 2019 7:31 PM. The third card is titled "3.5G Best Quality Heroin AAAA" and is dated Feb 6, 2019 3:05 PM. The fourth card is titled "SAMPLE- Pakistan imported Heroin Brown 0.15g (UK2U)" and is dated Feb 5, 2019 9:46 PM. On the right side of the interface, there is a "Tags in this page" section with a list of categories: Person, Organization, Location, Category, Site, File Type, Phone Numbers, and Site Names. Each category has a dropdown arrow next to it.

# 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 within a 'Digital Footprints' application. The profile includes a photo of a man wearing sunglasses, his name 'Jeff Swingberg', and basic information: 'Gender: Male' and 'Age: 33 yrs'. A 'Known Photos' section shows three images: a hockey player, a person in a boat, and a portrait of the user. To the right, a 'Relationships' table lists contacts with their names and relationship types. Below the profile, sections for 'Phone Numbers', 'Email Addresses', and 'Usernames' are visible, with some information redacted. A 'Website URLs' section lists 'Facebook', 'foursquare', and 'Gravatar' with their respective profile types.

Relationships	
Keyser Darlene S	Other
Mike S	Other
Phil S	Other
Justin B	Other
Steve A	Other
Brendan W	Other
Stephen A	Other
James W	Other
Titus F	Other

Website URLs	
Facebook	Personal Profiles
foursquare	Personal Profiles
Gravatar	Personal Profiles



# Pathfinder

## You will gain access to:

A step-driven investigation support tool that captures the connections between pieces of evidence in a visual map. Pathfinder more closely resembles the way an investigation really works and automatically extracts avenues for investigation and potential leads.

## You will be able to:

### Automatically extract key entities

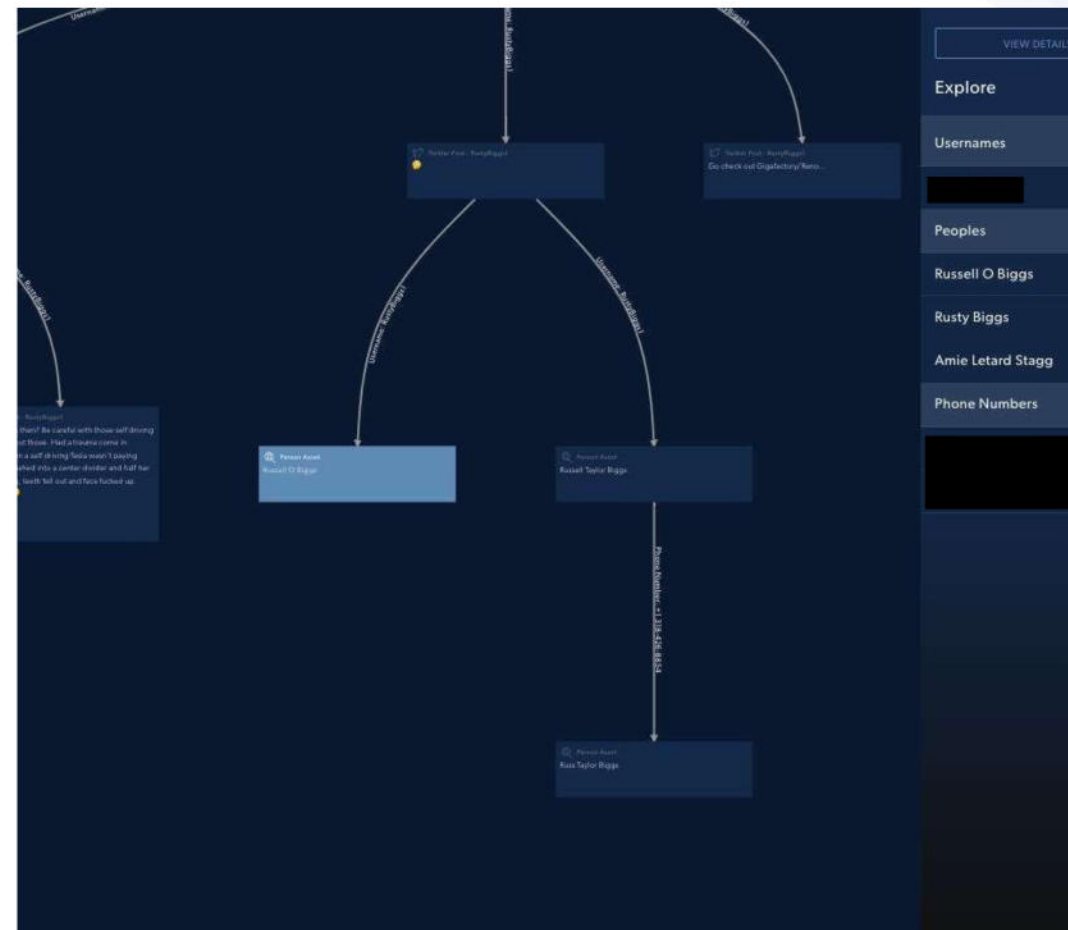
Instantly identify key pieces of information within a post to reveal leads or avenues for further investigation.

### See connections and think analytically

Investigations are not linear. Pathfinder resembles the way an investigation really works and helps promote analytical thinking.

### Due diligence

Conduct due diligence on your investigations.



# 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 over 100,000 sources including** 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 displays the 'Blogs & Forums' search interface. At the top, there is a search bar with the query: ("Polk County" AND (gun\* OR bomb\* OR weapon\* OR "active shooter")) NOT site:(orlandosentinel.com). The search results are sorted by 'Publish Date'. The interface shows a grid of search results. The first result is titled 'Man Shoots Daughter, Wife & Her Grandparents Before Killing Himself After Chilling Facebook Post' from blogspot.com, dated Feb 12, 2019 9:32 AM. The second result is 'CRIME Texas: Sheriff: 5 found shot dead in Polk County home' from timebomb2000.com, dated Feb 12, 2019 4:51 AM. The third result is 'At least 5 people found shot to death in rural Texas home' from an unspecified source, dated Feb 12, 2019 4:37 AM. The fourth result is 'DPS: Five people found dead inside home in Polk County' from an unspecified source, dated Feb 12, 2019 4:30 AM. On the right side, there is a 'Tags in this page' section with dropdown menus for Person, Organization, Location, and Site.

# 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.

