The following contains only Unclassified Information.

Steve Pederson – CEO
spederson@brightplanet.com

Al Meger – Deep Web Investigator
ameger@brightplanet.com
Who We Are
“OSINT (Open Source Intelligence) can provide up to 90% of the information needed to meet most U.S. intelligence needs.”

Deputy Director of National Intelligence, Thomas Fingar
April 1, 2008, USA TODAY
A Proven History

With over 10 years of Deep Web Harvesting expertise, and 8 years of direct experience working with U.S. Intelligence Agencies, BrightPlanet Corporation has achieved a strong reputation and is acknowledged as the resource for

Deep Web Harvesting

in the Intelligence Community (IC) on behalf of the U.S. Government’s War on Terror.
What We Do

BrightPlanet is the only company that can find, harvest, and curate “unknown and hidden” Big Data from the Deep Web at huge scale to provide resources the create “new” intelligence to:

1. Analyze
2. Track
3. Monitor
4. Alert
5. Archive
Customers & Partners
8 years “tuition” with the CIA, NSA & DHS Battle Lab
The Problem
Finding and harvesting relevant information from the Deep Web for analytics...
“Between the dawn of civilization through 2003, just 5 exabytes of information was created. That much information is now created every two days and the pace is increasing. People aren’t ready for the technology revolution that’s going to happen to them”

Eric Schmidt – CEO, Google
Lake Tahoe Technology Conference, 2010

“Data will grow by 800% over the next five years - 80% of it unstructured.”

Gartner Research Report 2011
Publicly Available Information
“Open Source” Information

**Internet:**
- Doubled both in size AND infrastructure over last 5 years
- Continues to grow at exponentially faster rate
- 2.27 billion internet users worldwide

**Social Media**
- **800 million** – Facebook users at end of 2011
- **225 million** – Twitter users
- **21 million** – People following Justin Bieber (Twitter’s most followed user)
- **250 million** – Tweets per day
- **8,868** – Tweets/second for the MTV Video Music Awards in August.
- **109 million** – WordPress and Tumblr blogs
- **2.4 billion** – social networking accounts worldwide

Source: royal.pingdom.com
Searching the Surface Web
...one click at a time.

31 Million Links

Deep Web

Google

Peter King

Search

About 31,600,000 results (0.26 seconds)

King, Pete
peteking.house.gov/
U.S. Representative for New York's 3rd District, Republican Pete King.
BrightPlanet Solutions
Social Media Monitor

Open Source, Public Information
For Law Enforcement
I. Deep Web Harvester™
(Big Data Harvesting Behind your Company’s Firewall)

II. Deep Web Silo Services™
(Big Data Silos for Analytics and Research

BrightPlanet Deep Web Investigators
BrightPlanet Silo Farms (Topic-Specific)
Customer (Knowledge Workers/SMEs)

III. Deep Web Monitor™
(A Thin Client, Personal Cloud Utility to Track, Monitor & Alert)

IV. Social Media Monitor™ – Law Enforcement
(Twitter Monitor to Track, Geo-Locate and Alert)
Nassau County P.D., Long Island

Law Enforcement Issues in 2012

1. The 2012 Presidential debate will be held next summer at Hofstra University in Uniondale, NY (Nassau County). The last time we hosted a Presidential debate (2008), we had a large number of demonstrators, some of which were violent. We are expecting the same kind of attention (if not more so) this coming year.

2. Twitter party / gang activity is a constant concern. In the warmer months, gang members (and others) will advertise illegal for-profit house parties via Twitter and other social media. Gang members in Nassau County and NYC frequently use Twitter (via cell phone) as a communications tool.

3. Our anarchist groups widely use social media for communication, command and control. There are various groups and individuals that we would like to passively monitor.

4. Congressman Peter T King’s district lies within Nassau County, and his security is one of our responsibilities, especially when he is in New York. We would like to monitor any threat traffic on the Internet directed to Congressman King and keep an eye on particular individuals with a prior history of threats / actions against him.

5. Our proximity to NYC makes domestic and international terrorism a constant concern. We would like a better way to review and monitor individuals / groups (residing in Nassau or Suffolk Counties) that openly espouse anti-American and / or radical Islamic viewpoints.
Social Media Monitor

for Law Enforcement

Target 5,000 Users

Target 400 Red Flag Terms

Monitor 25 Locations
Social Media Monitor

Set Up

- Create User Groups to Monitor
- Red Flag Keywords & Alerts
- Focus to Specific Locations
# Harvesting Social Media
(...For “red flag” terms, places, “protest terms” etc.)

<table>
<thead>
<tr>
<th>Locations</th>
<th>Sherriffs List</th>
<th>Red Flag Terms</th>
<th>Protest Terms</th>
<th>Gangs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albertson</td>
<td>&quot;Skin Head&quot;</td>
<td>Attack</td>
<td>&quot;Banner Drop&quot;</td>
<td>&quot;18th Street Gang&quot;</td>
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<tr>
<td>Baxter Estates</td>
<td>Anarchist</td>
<td>Attacking</td>
<td>&quot;Culture Jamming&quot;</td>
<td>&quot;Aryan Brotherhood&quot;</td>
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<tr>
<td>Carle Place</td>
<td>Cap</td>
<td>&quot;Blow Up&quot;</td>
<td>&quot;General Assembly&quot;</td>
<td>&quot;Aryan Nation&quot;</td>
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<tr>
<td>East Williston</td>
<td>Cop</td>
<td>Bomb</td>
<td>&quot;Meeting Point&quot;</td>
<td>&quot;Gangster Disciples&quot;</td>
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<tr>
<td>Floral Park</td>
<td>Cops</td>
<td>Bombing</td>
<td>&quot;Opposing Voice&quot;</td>
<td>&quot;Gulf Cartel&quot;</td>
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<tr>
<td>Flower Hill - Port Washington</td>
<td>Drugs</td>
<td>Deadman</td>
<td>&quot;Rally Point&quot;</td>
<td>&quot;Gypsy Joker&quot;</td>
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<tr>
<td>Flower Hill - Roslyn</td>
<td>Drugz</td>
<td>&quot;Dirty Bomb&quot;</td>
<td>&quot;Shut Down&quot;</td>
<td>&quot;Hells Angels&quot;</td>
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<tr>
<td>Garden City Park</td>
<td>Dynamite</td>
<td>Disrupt</td>
<td>&quot;Sit In&quot;</td>
<td>&quot;La Mara&quot;</td>
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<tr>
<td>Glenwood Landing</td>
<td>Escape</td>
<td>Distract</td>
<td>&quot;Staging Area&quot;</td>
<td>&quot;Mara Salvatrucha&quot;</td>
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<td>Great Neck</td>
<td>Explosives</td>
<td>Explosive</td>
<td>&quot;Take Over&quot;</td>
<td>&quot;MS 13&quot;</td>
</tr>
<tr>
<td>Greenvale</td>
<td>Gun</td>
<td>Diesel</td>
<td>&quot;Taking Over&quot;</td>
<td>&quot;Neo Nazi's&quot;</td>
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<td>Herricks</td>
<td>Hostage</td>
<td>Fertilizer</td>
<td>Activist</td>
<td>&quot;Outlaw Biker&quot;</td>
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<tr>
<td>Kensington</td>
<td>Marijuana</td>
<td>&quot;Flash Mob&quot;</td>
<td>Agitate</td>
<td>&quot;Outlaw Motorcycle Club&quot;</td>
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<tr>
<td>Kings Point</td>
<td>Meth</td>
<td>&quot;Flash Rob&quot;</td>
<td>Assemble</td>
<td>&quot;Salvadorans With Pride&quot;</td>
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<tr>
<td>Long Island</td>
<td>Murder</td>
<td>Kill</td>
<td>Assembly</td>
<td>&quot;Sons of Silence&quot;</td>
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<tr>
<td>Manhasset</td>
<td>Oxy</td>
<td>&quot;Lock Down&quot;</td>
<td>Blockade</td>
<td>&quot;Warlocks Motorcycle Club&quot;</td>
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<td>Manhasset Hills</td>
<td>Parties</td>
<td>&quot;Molotov Cocktail&quot;</td>
<td>Boycotting</td>
<td>Bandido</td>
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<td>Manorhaven</td>
<td>Party</td>
<td>&quot;Pipe Bomb&quot;</td>
<td>Demonstrate</td>
<td>Bloods</td>
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<tr>
<td>Munsey</td>
<td>Perc</td>
<td>Rob</td>
<td>Demonstration</td>
<td>Comanchero</td>
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<tr>
<td>Nassau County</td>
<td>Pills</td>
<td>Shoot</td>
<td>Dissenting</td>
<td>Crips</td>
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<tr>
<td>New Cassel</td>
<td>Pillz</td>
<td>Shooting</td>
<td>Picketing</td>
<td>Diablos</td>
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<td>New Hyde Park</td>
<td>Pseudo</td>
<td>&quot;Shoot Up&quot;</td>
<td>Protest</td>
<td>Mongols</td>
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<tr>
<td>North Hempstead</td>
<td>Skinhead</td>
<td>&quot;Shots Fired&quot;</td>
<td>Protesting</td>
<td>MS-13</td>
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<td>Port Washington</td>
<td>Sovereign</td>
<td>Stab</td>
<td>Riot</td>
<td>Neo-Nazi</td>
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<td>Roslyn</td>
<td>Suicide</td>
<td>Stabbing</td>
<td>Rioting</td>
<td>Skinheads</td>
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<td>Roslyn Heights</td>
<td>Tweak</td>
<td>&quot;Stand Off&quot;</td>
<td>Striking</td>
<td>SWP</td>
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<tr>
<td>Russell Gardens</td>
<td>Weed</td>
<td>Steal</td>
<td>Takeover</td>
<td>&quot;Latin Kings&quot;</td>
</tr>
</tbody>
</table>
Social Media Monitor

Monitoring

- Flag Users/Keywords
- Follow Selected Live Streams
- Search Filter
- Visualize Geo-located Tweets
- Timeline Options
Social Media Monitor

Threaded Time Line & Trending

Threaded Timeline Monitoring

Set Trending Parameters by Groups

Set Trending Parameters by Keyword, Location and Users
Social Media Monitor
Patterns of Life – Reports – Archiving

Threaded Timeline Monitoring

Pattern of Life Analysis

Monitor Activity Trends
Name: Nikolas Koehler
Address: 40 [redacted] Dr. San Francisco, CA [redacted]
Background: Journalism major at [redacted]. Protested budget cuts at Washington state capital in 2011; now at Occupy SF
Generate Reports
Social Media Monitoring Export for Analytic Silos

Age: 38
Background: Known for unlawful conduct, very active in Occupy Denver
- Previous employment Wal-Mart
- Company in California
- LGBTQ rights activist; is transgender.

Occupy Denver: 26 new arrests from last night bring the total to 50 over two days

Occupy Denver: 24 protesters charged, five must post bond

4. Interference with police authority and obstruction of a street or passageway
12. Unlawful conduct on state property
Monitoring Threat Traffic for Officers

Custom Drill-Down

Targeting Local Officers
Big Data from the Deep Web

I. Deep Web Harvester™
(Big Data Harvesting Behind your Company’s Firewall)

II. Deep Web Silo Services™
(Big Data Silos for Analytics and Research
- BrightPlanet Deep Web Investigators
- BrightPlanet Silo Farms (Topic-Specific)
- Customer (Knowledge Workers/SMEs)

III. Deep Web Monitor™
(A Thin Client, Personal Cloud Utility to Track, Monitor & Alert)

Real Time Tracking Monitoring Alerting

IV. Social Media Monitor™ – Law Enforcement
(Twitter Monitor to Track, Geo-Locate and Alert)
Deep Web Monitor
Track, Monitor & Alert

What type of harvest would you like to create?

- **Web Sites**: Harvest content by following links from one page to the next.
- **News/Blog**: Harvest using the RSS feeds of any news, blog or content Web site.
- **Twitter**: Harvest Twitter by using multiple screen names, keywords or hashtags.
- **Facebook**: Harvest Facebook using multiple keywords.
- **Deep Web**: Find & track Deep Web content using queries YOU create. Choose from preconfigured libraries to harvest content typically not found through conventional searches.

[Get Started] [Get Started] [Get Started] [Get Started] [Get Started]
Big Data from the Deep Web for Analytics, Investigation, & Evidentiary

1. Deep Web Harvester License
2. Deep Web Silo Services
The Process
Harvesting Big Data for Analytics

DeepHarvester® Workbench

Deep Web Content Silos (Topic Specific)

Analytics (Analyze, Research, Track, Monitor, Alert)

- Beyond the Surface
- Any Content Type
- Any Source
- Any Language
- Big-Data

Harvest

Tag, Tune, Normalize & Enrich “Unstructured” Content to “Semi-Structured” for Analytics

Curate

- Faceted Search
- Topic Clustering
- Semantic Categorization
- Link Analysis
- Multiple 3rd Party Options

Analyze
Creating “New” Intelligence

- Link Analysis
- Semantic Document Ranking
- Geospatial Analysis
- Situational Analysis
- Deep Web Analytic Silo
- Faceted Deep Search
- Topic Clustering
- Semantic Analysis
- People Finder
Exploiting “Topic Specific” Deep Web Silos

- Libyan Social Media Feeds
- Message Boards - Blogs
- Medical Device Competition
- Cervical Cancer Research
- Romney Campaign
- New York City Narcotic Kingpins
- Southwest Border News
- Australian Bike Gangs
- Mexican Drug Cartels
- Presidential Debate
- Pharma Fraud Surveillance
- Tea Party
- Tweets Facebook LinkedIn
- Thai
- Libyan Social Media Feeds
- New York City Narcotic Kingpins
- Australian Bike Gangs
- Mexican Drug Cartels
- Presidential Debate
- Pharma Fraud Surveillance
- Tea Party
- Tweets Facebook LinkedIn
Creating “New” Intel from Deep Web Silos

Retrieving Content, not Links

Congressman Peter King

Threat Assessment Silo

31 Million Links

98 docs

Congressman Peter King Threat Assessment Silo
Find Hidden Relationships

Link Analysis via Deep Web Silos

Integrate with any database.

Visualize “unknown and hidden” relationships
Monitoring Threat Traffic for Law Enforcement

SILO ANALYTICS
1. Faceted Search
2. Topic Clustering
3. Link Analysis
4. Geo Locate
5. People Finder
6. Semantic Ranking

Enter keyword query below
"Kill The Cop"

Results for ""Kill The Cop"" (4 of 22,820)

RT @roamingradical: @roastydog if they won't kill the cop in their ... 😎⭐
RT @roamingradical: @roastydog if they won't kill the cop in their head, it's up to us to do it for them. #FTP and #fuckthepeacepolice

Last Harvested: Apr 4, 2012 3:55:13 PM
http://twitter.com/roastydog/status/1859234185853804800

RT @roamingradical: @roastydog if they won't kill the cop in their ... 😎⭐
RT @roamingradical: @roastydog if they won't kill the cop in their head, it's up to us to do it for them. #FTP and #fuckthepeacepolice

Last Harvested: Apr 4, 2012 3:55:12 PM
http://twitter.com/KevinCarson/status/187020223315050496
Topic Clustering – Aussie Bike Gangs

Documents Sorted by Topic
Finding Deep Data on the Bad Guys...
Locating the ‘Bad Guys’
Geo Locator from “Social Media” Communication

Since January 2010
BLUE – Journalists Murdered
GREEN – Journalists Kidnapped
YELLOW – Other Violence against Journalists
Situational Awareness

Creating Intel for the “last tactical mile”

J.P. Morgan
Incorporating Overlay Data
(150 Web Blogs from their “bad guys”)
People Finder
Uncover people of interest by topic

Uncover people mentioned most within documents containing a specific keyword

View Top documents that mention the person

Then view what people or companies the individual has the most associations with
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Products & Services

Big Data from the Deep Web

Free 30 Day Trial - Social Media Monitor
September, 2012
Information is everywhere. Most often, however, it resides as hidden or unknown Big Data in the Deep Web, beyond the reach of traditional search engines. How do you find relevant information to create actionable, mission critical intelligence?

BrightPlanet has the fastest, most powerful tools and services available to help you turn information into intelligence. Our proven, patented technology is the definitive answer to the challenge of harvesting and analyzing Big Data from the Deep Web.
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