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## **UNL spinout deploys mobile software nationwide**

Lincoln, Neb., March 8, 2012 -- Starting next month, 10,000 police departments will have access to a new mobile software tool for tracking crime in their communities, thanks to technology developed at the University of Nebraska-Lincoln. Red Brain Law Enforcement Services LLC, a new University spinout, released CrimeView NEARme to allow police officers to access location-based crime data.

Over the last six months, 75 Lincoln Police Officers piloted the app and found it to be what Lincoln Public Safety Director Tom Casady calls, “a groundbreaking new technology for police officers.” He explained that “there’s nothing else like it available.”

Realizing NEARme’s commercial potential, the development team created Red Brain Law Enforcement Services to further develop and market the software. They worked with NUtech Ventures, the nonprofit responsible for building partnerships between the University and the private sector, to start the company and license the software.

“This is a perfect example of how University researchers, when teamed with experts who know the needs of end users, can create value in a market,” said David Conrad, executive director of NUtech Ventures.

Red Brain Law Enforcement Services partnered with The Omega Group, developers of a variety of crime analysis products, to widely release the software application.

“Working with The Omega Group provides us a fantastic opportunity to reach a much broader market,” Red Brain President Ian Cottingham commented. “Leveraging their existing distribution channels allows us to focus on what we are passionate about, which building cutting-edge software. Omega gets to add a transformative product to their line up, and we reach more officers. It’s a huge win for both companies.”

The idea for NEARme, formerly called Proactive Police Patrol Information, or P3i, came from Casady. Then the Chief of the Lincoln Police Department, Casady reasoned that if he could find a restaurant in the area on his phone, then officers could view location-based crime data while in the field.



Officers using NEARme see nearby “police points of interest” on their GPS-enabled smartphones or tablets. They can then pursue outstanding warrants, make proactive visits to parolees, and check on registered sex offenders through an approach called community policing. “An offender’s ability to be anonymous will be greatly reduced. Officers will know their name, face, and where they live,” Casady remarked. “It has incredible potential in community corrections.”

Casady teamed with researchers at the University of Nebraska Public Policy Center to study the software’s implications for justice, technology uptake, and evaluation. Other members of the development team included spatial data mining researchers and software developers from the Department of Computer Science and Engineering to build the application under a grant from the National Institute of Justice. “It is a nice teaming of practical problem solving, academic research, and technology,” stated Public Policy Director Alan Tomkins.

RedBrain Inc., the parent company of the Law Enforcement Services subsidiary, was formed in December of 2009. Co-founders Ian Cottingham and Kevin Farrell formed Red Brain to assist in transitioning research conducted at UNL into commercially viable products. Cottingham serves as the Director of the Computing Innovation Group in the Department of Computer Science and Engineering. The CrimeView NEARme software is the first product released by one of Red Brain’s subsidiaries. The company plans to continue its ties with UNL’s research community and is presently working to include additional cloud computing and mobile software in its portfolio.