

Brief: Active  
Attention Systems  
for Enhanced  
Airport Security

Transportation  
Security  
Administration

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## Introduction

Security of our nation’s airways has been a dominant focus in the United States and world-wide for many years—especially since 9/11. VizKinect’s patented technology can offer TSA another level of security that can easily integrate with existing product lines.

### I. The Challenge

Security is an enormous challenge across all fronts, and the Transportation Security Administration (TSA) has a daunting task. With over 60,000 agents and an annual budget of almost \$8 billion, the TSA screens almost 600 million passengers each year and manages 21,000 suspected terrorists on the no-fly list, all while having to ensure **nothing** passes through their net of security. The challenge is monumental, and with over 1,800 firearms detected in 2013, there is no room for error!

No agent intentionally passes potentially hazardous baggage through the system; however, in an incident in the Honolulu airport in June 2011, 36 screeners were fired for regularly allowing bags through uninspected. This illustrates that holes will occur, intentionally or unintentionally, when humans are involved.

VizKinect offers a safeguard to plug these holes.

### II. About VizKinect ([www.vizkinect.com](http://www.vizkinect.com))

VizKinect has a different view of security than many of our competitors. The world is changing, and security demands are increasing on the TSA and other similar organizations to ensure that every piece of carry-on and checked baggage is screened effectively for dangerous material and items.

Using VizKinect’s eye-tracking analysis with C.I.R.C.L.E.S.™ technology (*see image to the right*), we offer the Active Attention Systems (AAS) that validates whether or not an operator is focusing their attention at the screen. VizKinect can work with screening equipment suppliers, such as Morpho, to integrate our technology into your X-ray machines and easily augment the existing security and operational capabilities. This can be performed in a new or after-market condition without costly or major modifications.





VizKinect can detect the presence of operator’s attention, and conversely, their inattention, even if they “just look away” for a few seconds. The AAS is provisionable to fit various environments and operational conditions.



If an operator’s attention is not detected, the system can activate an alert signal or cause equipment, such as Morpho’s HRX 600™ X-ray scanner, to pause the scanning of baggage and restart when attention is regained.

### III. Other Value Based Analyses Available from VizKinect

VizKinect has developed patent-pending technology and has been validated in several other market areas, including:

- Active Attention System application in Medical, Transportation, Heavy Machinery, Mining, and other industrial environments
- User engagement: TV Commercial, Website Usability, and Mobile Media Ad Analysis
- Product Placement Analysis (Motion Picture, Television Programming)
- Print Analysis (Magazine, Newspaper, Mailer)
- Expert Training Video Production/Analysis for Trainees in high performance areas
- Biosensor Analysis (Neural Optical, Pulse Rate: Panelist reaction to visual content)

### IV. Conclusion

With VizKinect, TSA will know that every carry-on bag is seen by a trained agent and inadvertent lapses of attention, caused by fatigue, environmental distractions, high-stress activities or other distractions, will not let the screening of any baggage slip through the process. For ultimate security, we have to be right EVERY time, and there is no reason for even one bag to go unchecked. VizKinect provides this capability and enables a safer solution in an increasingly dangerous world. VizKinect is eager to explore working with TSA and would welcome the opportunity to provide a demonstration.