

Bringing biometrics to the media

Human Recognition Systems (HRS) is one of the UK's most recognised industry experts in biometric and identity management consulting.

The Liverpool-based company was established in 2002 by entrepreneur Neil Norman and now works with the likes of Next, BNFL, WHSmith and Manchester Airport.

HRS also works with government agencies and healthcare, finance, construction, hospitality and aviation companies – and has specialist expertise in 'human behavioural analytics'.

National and industry-specific media profile

We were asked by HRS to generate profile within key national media on landmark projects.

Early in the relationship, we invested time in understanding the intricacies of their technology and the complexities of key contracts.

Through media visits and supplying key sector-specific journalists with highly relevant media packages, we have secured positive media coverage for the company in the Financial Times, Mail On Sunday and the Guardian.

We have also increased profile within key industry sectors by focusing our efforts on the most-read media 'bibles', including titles from the Jane's Information Group and the Airport Operators Association.

We are also supporting HRS at major industry events, including Biometrics 2008 and the Counter Terror Expo.



Profiling in the Financial Times and SocietyGuardian



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk