Ci Global

Connected innovations for a safer world

Media Pack

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Ci Global - Company Overview

Ci Global is a British fire and building-safety technology company pioneering prevention-first protection across homes, buildings and cities.

Founded by British inventor Anthony D. Parfitt - a Home Office-approved safety systems innovator with decades of experience creating technology for the UK Government and Police - Ci Global was established following a near-miss electrical fire at home and shaped by the tragedy of the Grenfell Tower fire in London in 2017.

Both moments exposed a critical truth: most fire safety systems only react once danger is already growing.

Ci Safe is Ci Global's full-spectrum building-safety system. It uses intelligent sensors, cloud AI for real-time building intelligence, and cloudless Intelligent Autonomy (IA) for local, instant action - even when offline. Together, these layers work to prevent electrical fires, stop gas and water leaks, and identify mould-risk conditions before they escalate.

Within Ci Safe, Ci Global's patented ThermalVision™ technology detects overheating, arcing, load anomalies and other early-stage electrical fire risks long before ignition can occur.

Ci Global develops intelligent building-safety technology designed to address electrical and environmental risk early, supporting safer buildings across residential, commercial and critical infrastructure environments.

Founder Bio

Anthony D. Parfitt has spent his career inventing, designing and commercialising technology that protects lives.

From early innovations for the UK Government, Network Rail and police forces, to Home Office-approved safety systems for critical public infrastructure, Anthony helped pioneer advanced safety and surveillance technologies including automatic number plate recognition (ANPR), level-crossing enforcement systems, and mobile data platforms used by emergency services.

That focus took on new urgency after the Grenfell Tower tragedy in London in 2017. Despite decades of progress in fire detection and response, Grenfell exposed a fundamental gap: most fire-safety systems still only act after danger has already escalated.

Recognising that electrical faults are one of the leading causes of building fires, Anthony set out to develop technology that could detect risk early and stop it before ignition, building prevention directly into the infrastructure itself.

The first prototypes of what would become Ci Safe were developed in a garage and on a kitchen table, as Anthony stepped away from years of work with major PLCs to test a different approach — one designed to act earlier, remove risk automatically, and support safer buildings at scale.

That work led to the founding of Ci Global, and to a prevention-first building-safety system that turns buildings into active protectors, not passive structures waiting for alarms.

"My driving force was to build technology that doesn't just detect danger, but acts to prevent it — protecting families and stopping unnecessary loss of life."

Anthony D. Parfitt.

The Problem

Why reactive fire safety is no longer enough

Electrical faults are one of the leading causes of building fires worldwide — yet most fire-safety systems still respond only after danger has already escalated.

Smoke alarms, heat detectors, sprinklers and evacuation systems are essential, but they all rely on one thing: a fire having already started. By the time they activate, heat, smoke and toxic gases may already be putting lives at risk. This reactive model has changed little in decades, despite buildings becoming more complex, more electrified, and more dependent on connected devices.

By the time a smoke detector detects smoke, the electrical fire has already started. From that point on, the objective is no longer prevention - but survival.

The problem is that the conditions that lead to ignition often develop long before smoke is present. That risk is being compounded by the rapid growth of cheap, substandard and counterfeit electrical products entering homes and buildings. From chargers and extension leads to white goods and battery-powered devices, many products either fail prematurely or degrade unpredictably over time. Even items that initially meet safety standards can become dangerous as components wear, overheat, or are used beyond their original design assumptions.

Traditional fire-safety systems are blind to these early-stage failures. They cannot see what is happening inside sockets, plugs or devices, and they cannot act until ignition has already occurred. Most electrical fires begin silently - through overheating, arcing, overloads or failing components hidden inside everyday electrical infrastructure. These faults often go undetected until it is too late.

What has been missing is prevention at the point where many fires begin. Prevention means detecting risk before smoke, flame or heat reaches dangerous levels, and acting automatically to stop escalation.

The Solution - Ci Safe

Prevention built into the infrastructure

Ci Safe is Ci Global's prevention-first building-safety system, designed to stop electrical fires and other hidden risks before they escalate by embedding intelligence directly into the infrastructure of buildings.

The technology was originally developed to address electrical fire risk at the point where many fires begin - the socket - a component whose basic design has remained largely unchanged for more than a century. Electrical faults often form silently and out of sight, yet a single failure at socket or device level can escalate rapidly, particularly in dense, high-rise environments. Ci Safe was designed to intervene at that point of origin.

Ci Safe is designed to operate as connected building-safety infrastructure, extending protection from individual sockets across entire buildings and into city-scale environments. Embedded sensors monitor electrical and environmental conditions throughout a building, while intelligent autonomy enables the system to act locally and instantly when risk is detected.

Data from across the building is brought together through Ci Safe's intelligence and command-and-control layers, providing real-time visibility of where risk is developing. As buildings grow taller and more complex, the challenge during an incident is no longer just detecting danger, but understanding what is happening inside a building when smoke, heat and disruption reduce visibility and conditions are changing rapidly. Ci Safe supports safer response by giving operators and emergency responders clearer insight into where risk is concentrated.

What began at a single socket is designed to support prevention at source, visibility across entire buildings, and coordination at scale. From socket to skyline, Ci Safe is built to scale from early intervention to stop a fire, to informed decision-making during an emergency in modern, high-density environments.

How it works

Built to act, even offline

Most modern fire-safety systems are connected, but connectivity alone is not enough. Even when systems can detect danger and send alerts, they often rely on human intervention, network availability, or cloud response before anything changes on the ground. In fast-moving fire scenarios, those delays matter.

Ci Safe was designed to behave differently.

At its core, Ci Safe combines cloud-based AI with cloudless Intelligent Autonomy (IA). Data from sensors across a building is analysed in the cloud to identify patterns, normal behaviour and emerging risk. Crucially, however, safety-critical decisions do not depend on cloud connectivity or human response. When dangerous conditions are detected, action happens locally, in milliseconds - even when offline.

This approach reflects how most electrical fires actually develop. They rarely begin with a sudden short circuit. Instead, they form gradually through overheating, sustained overloads, arcing or degrading components inside sockets, wiring and appliances - often silently and out of sight. Ci Safe continuously monitors electrical and thermal behaviour at these points, allowing early-stage faults to be identified before ignition can occur.

Many people assume circuit breakers prevent electrical fires. In practice, their role is often misunderstood. Breakers are designed to protect wiring by tripping on short circuits or extreme overcurrent. They do not detect slow thermal build-up, micro-arcing or sustained overload - the conditions that cause most electrical fires. Ci Safe is designed to operate in this gap.

A key part of this capability is Ci Global's patented ThermalVision™ technology. ThermalVision™ monitors micro-thermal behaviour and electrical patterns at socket and device level, detecting early warning signs long before heat, smoke or flame appear. When unsafe conditions are identified, Ci Safe does not rely on alarms or human intervention. Using cloudless Intelligent Autonomy, sockets or devices can isolate power instantly, removing the electrical fuel before a fire can start.

The same detection-and-intervention logic is applied to other building risks. Ci Safe monitors for abnormal water and gas flow, enabling leaks to be identified early and supply to be automatically isolated before flooding, explosion or secondary damage occurs. It also tracks environmental conditions such as sustained high humidity, flagging early signs of damp and mould risk before they become harmful to occupants or damaging to buildings.

Over time, the system learns. By analysing behaviour across sockets and sensors, Ci Safe refines thresholds, improves accuracy and distinguishes normal operation from emerging danger. Relevant information is surfaced through Ci Safe's command-and-control layer, providing real-time building intelligence for operators and, when required, emergency responders. This supports clearer decision-making during incidents, particularly when visibility is limited and conditions are changing rapidly.

Ci Safe is not designed to replace people or existing safety systems. It is designed to support them - acting instantly where machines are best suited to act, and providing intelligence where humans need it most. In environments where waiting is dangerous and connectivity cannot be guaranteed, building-safety systems must be able to think locally, act immediately and keep working under pressure.

That is what Ci Safe was built to do.

Proof & credibility

Tested, certified and independently recognised

Ci Safe has been developed and validated with a strong focus on safety, reliability and real-world deployment.

The core technology underpinning Ci Safe includes patented ThermalVision™ sensing, with protection in place across key target markets. Ci Safe has been tested, certified and approved by Intertek (Shanghai), and all Ci sockets are certified to BS1363 standards.

The system is designed to integrate alongside existing fire-detection and national safety platforms, including Hassantuk in the UAE, supporting alignment with established emergency-response infrastructure.

Ci Safe has also received independent industry recognition. In 2022, **it was named winner of the Electrical Safety First Innovation Award**. In 2023, it won the **IoT Global Award** in the *Connected Consumer & Smart Home* category, recognising excellence in connected safety technology.

Most recently, in 2025, Ci Global was named **Fire Hardware or Software Manufacturer of the Year at the Fire & Security Awards for Excellence in London**. In the same year, Ci Safe was named a **finalist at the 2026 Intersec Awards**, recognised in the **Best Passive Fire Safety Product category**. Ci Safe was also selected in 2025 for the Tutbury Park Discovery Plot, part of the UK's first net-zero home development, recognising its role in supporting safer, lower-carbon residential infrastructure.

Beyond certification and awards, Ci Global is actively engaged in real-world validation. The technology has been field-tested with UK landlords and insurance partners, and the company is in active discussions with UAE Civil Defence, regional developers and innovation bodies to explore prevention-first pilots in residential and high-rise environments.

Why the GCC is Positioned to Lead Prevention-First Building Safety

Few regions face the combination of electrical fire risk and urban complexity seen across the Middle East. Extreme temperatures place continuous stress on electrical systems, accelerating wear in cabling, sockets and appliances. At the same time, year-round air-conditioning, rising electrical demand and dense high-rise living increase both load and consequence. In these environments, a single electrical fault inside one apartment can escalate rapidly, with impacts far beyond the point of origin.

The region is also exposed to the same global influx of substandard and counterfeit electrical goods seen elsewhere. Regardless of how advanced or expensive a building may be, the risk is the same the moment a faulty device is plugged in and begins to overheat out of sight.

These realities mean traditional, response-led models of building safety are increasingly misaligned with the environments they are meant to protect. Alarms, detectors and suppression systems remain essential, but they activate only after ignition. By that stage, smoke, heat and toxic gases may already be spreading vertically through a building, while visibility and situational awareness deteriorate rapidly.

At the same time, the GCC is uniquely positioned to lead a different approach.

Across the region, governments have invested heavily in smart cities, digital infrastructure and advanced emergency services. Civil Defence teams are among the most capable and well-equipped in the world, yet even the fastest response is constrained by the information available when crews arrive on scene. In high-rise fires, responders are still often forced to make critical decisions with limited or outdated data, operating in smoke-filled environments where layouts become unreadable and conditions change by the second.

This is where prevention-first, intelligence-led building safety becomes transformative.

By embedding electrical fire prevention at source and connecting it to real-time building intelligence, systems like Ci Safe align naturally with the region's broader smart-infrastructure ambitions. Early intervention reduces the likelihood of fires starting at all, while live building data supports faster, better-informed decisions when incidents do occur.

Rather than treating prevention as an upgrade, the opportunity for the GCC is to make it a standard — integrating prevention and response into a single, coherent safety layer designed for high-rise cities and extreme operating conditions.

In doing so, the region has the potential not just to adopt next-generation building safety, but to define it — setting a global benchmark for how modern cities protect people, property and emergency crews where risk is highest.

Quotes

Anthony D. Parfitt
Chairman, Founder & Inventor, Ci Global

“Most fire-safety systems still wait for a fire to start before they act. Ci Safe was built to close that gap - by stopping electrical fires at their point of origin, before heat, smoke or flame ever put lives at risk.”

—

“Grenfell wasn’t just about electrical safety; it was a failure of the entire system - prevention, communication, evacuation. That’s when I knew I had to do something that stopped fires before they ever had a chance to start.”

—

“There’s no point making safety systems smart if they can’t act when it matters most. Ci Safe is designed to think locally, act instantly and keep working even when conditions are chaotic.”

—

“This isn’t lifestyle tech. It’s life-saving technology. I didn’t set out to create just another smart gadget. I set out to stop electrical fires before families ever need to run.”

Boilerplate

About Ci Global

Ci Global is a British fire and building-safety technology company focused on prevention-first protection across homes, buildings and cities. Founded by British inventor Anthony D. Parfitt, Ci Global develops intelligent safety systems designed to stop electrical fires and other hidden risks before they escalate. Its core system, Ci Safe, embeds intelligence directly into building infrastructure to enable early intervention, real-time visibility and safer emergency response. Ci Global is headquartered in the UK, with offices in Poland and the United Arab Emirates.

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