

YOUR FAMILY DEPENDS ON YOU. IF YOU OR THOSE YOU LOVE WERE THREATENED, WOULD YOU KNOW WHAT TO DO?

WHY I.T.D. Systems?

We teach people who want a no-nonsense, easy-to-learn and devastatingly effective personal defense system. We help you learn how to think and react to unexpected life-threatening situations.

We offer Training Seminars to the general public on the subjects of:

- **STREETEDGE™** Defeating Criminal Violence
- **PROJECTATHENA™**: Defeating Violence Against Women
- **TEACHSAFE™** Educator Emergency Violence Response Training

Founder and Chief Instructor

Stephen Cliffe draws upon over 20 years experience in the field of Personal Protection and Security, multiple training certifications, coupled with a Masters of Science in Education and almost 3 decades of continuing study in the field of military grade combatives and of personal street applicable self-protection systems, to provide a fundamental learning experience.

Tel: 1-888-ITD-DFNS

1-888-483-3367

<http://www.itdsystems.com>

Head Office: 716-696-2023

Customer Testimonials:

"I like the fact that I can do it without having to stop and think about it. I feel much more confident." - *Karen R., Frankfort, NY*

"This is exactly the kind of thing I was looking for my wife and daughter to take." - *Peter P., Ilion, NY*

"It's so natural. I like the way the movements seem to flow into each other." - *Kendra D., Chazy, NY*

"This is without a doubt the most devastating thing I have ever seen. It's AWESOME!" - *Dr. David H., Barneveld, NY*

"...I have served over four years in the U.S. Marine Corps infantry with two deployments overseas and have had extensive training in Marine Corps hand-to-hand combat and the Marine Corps Martial Arts Program (MCMAP). I can confidently say that the training at ITDS is just as good if not better than what is currently being taught to Marines today. The training I have done with ITDS has given me more skill and confidence in threatening situations and it has proven its effectiveness I would highly recommend ITDS training for any military or law enforcement personnel or to any civilian who thinks they may find themselves in a potentially violent or life threatening situation. Whether you are heading on a deployment overseas or are looking to protect your family or classroom in today's increasingly violent society, ITDS can teach you the skills needed to neutralize or terminate any threat that you may encounter." - *Christopher Greene, Niagara Falls, NY*

All Seminars are fully insured. Discounts for prepaid packages are offered. To check on available times and costs or to arrange for a seminar at your business, campus or organization, please contact us by email at

training@itdsystems.com

Member of:



**Association for Women's Self Defense
Advancement**

<http://www.awsda.org>

PROJECTATHENA™:
Defeating Violence Against Women
Featuring Elements of the
C.R.A.S.H.™ SYSTEM
Make Size, Strength and Intent Irrelevant
with 3 Simple Steps



When only the next 3 seconds matter....

Designed by a NYS Permanently Certified Teacher with a M.Sc.Ed., over twenty years in the personal protection industry, and active involvement in various combatives systems proved effective in real world application.

BECAUSE SURVIVAL IS NOT A SPORT

***A Self-Protection System based on human physiology
and the kinesiology of unconscious reflex.***

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Our mission...

is to provide a reliable and efficient personal protection system to the civilian, military, and law enforcement communities. We strive for excellence in both our teaching and system development in order to provide a safe and viable teaching environment enabling anyone, regardless of age or experience, to learn and immediately apply the skills we teach.

PROJECTATHENA™: Defeating Violence Against Women

A seminar designed to effectively protect against domestic and sexual violence. The combination of field experience and instructional education has been applied to the I.T.D. Systems curriculum to allow **EVERYONE** to **LEARN EFFECTIVELY**, in a **TIME-EFFICIENT** manner. In **ONE 4 HOUR SEMINAR** you will be able to **learn** and **immediately apply**, these **field-tested, real-world skills** to defend yourself effectively. **YOU DO NOT NEED TO BE ATHLETIC OR TRAINED IN MARTIAL ARTS.**

3 STEPS IS ALL IT TAKES TO SHUT DOWN YOUR ATTACKER!



Selected Seminar Offering **PROJECTATHENA™:**

A Women's Self-Protection Seminar

Do you worry about walking home or being on campus alone? Do you become anxious walking to your car in a secluded area or when entering an elevator late at night?

The reality is that **every 6 minutes a woman over the age of 18 is raped**, and among women attending college **1 in 4** will be a victim to violent sexual assault.

Participants learn about Proactive Protection methods such as:

- How to shut down the only weapon that can harm you
- Situational awareness tactics,
- Initial response to unwanted attention
- Body cue recognition
- Crucial difference between social and criminal, asocial violence
- Risk minimization during confrontation
- Destroying the assailant's advantages, protecting effectively against assaults from all angles
- Launching protective attacks from the ground, front, back



Clients attending our seminar will better understand the three simple principles required to properly use the **C.R.A.S.H.™SYSTEM** and its very simple, direct specific attack vectors that render your would-be assailant unable to act. These techniques are designed to disable your attacker and create an opportunity for you to escape to gain safety and seek assistance.

Remember that no camera, light, phone, or intercom system can stop an attack.

ONLY YOU CAN PROTECT YOU!

Our system is based upon the principles of ITDS'

C.R.A.S.H.™ SYSTEM.

This Combat Reaction-induction Assault Sciences Hybrid is designed to use human physiology and its inherent trauma protection system against the attacker making size ability and intent irrelevant.

Call for scheduling.

TEACHING RATIONALE AND DISCLAIMER The course curriculum, including concepts, skill sets and specific tactical application examples are intended to allow you to defend against LIFE-THREATENING, VIOLENT attacks. Misuse of this information and its misapplication can cause serious, permanent bodily harm or death to the person to whom you apply it.