



Company Fact Sheet

- Who is DeepCam:** DeepCam is an artificial intelligence (AI) company revolutionizing retail loss prevention with a plug-and-play system that dramatically improves loss prevention results and drastically slashes operational costs. DeepCam's proprietary biometric-enhanced recommendation engine identifies shoplifting and other suspicious behaviors, helping Loss Prevention personnel respond swiftly and effectively to reduce shrink.
- Why DeepCam:** Developed in stealth mode over three years by an AI team with more than 200 years of combined experience, DeepCam's difference is in its proven success in large population settings in extensive trials internationally and with major U.S. retailers. Other technologies fail when subjected to large population sets (hundreds of thousands to millions of people). This is the environment where DeepCam's technology shines.
- How DeepCam Works:** DeepCam's AI technology looks for suspicious behaviors that warrant further attention. Loss Prevention personnel review these incidents, tagging those they identify as shoplifters who should not be allowed back. The system then notifies store employees, allowing managers to stop the criminal and ban them from reentry.
- DeepCam Components:** The system uses four proprietary technologies: biometric identification for large populations, cross-camera association, multi-location data analytics and a behavioral recommendation engine.
- DeepCam Markets:** After the completion of extensive trials with large retailers in the U.S. and in public safety settings abroad, DeepCam began shipping in the fourth quarter of 2017 internationally. In the U.S. market, Retail by DeepCam began to roll out in the first quarter of this year.

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