deepcam
NOW YOU KNOW

June 2018

Frequently Asked Questions

Who is DeepCam?

DeepCam is America's most advanced artificial intelligence (AI) security company. The company has not only revolutionized retail loss prevention, but also is shattering the largest obstacle to implementing facial recognition technology for companies large and small — cost. A comprehensive AI system with uses well beyond retail loss prevention, DeepCam also achieves the large-population performance required today for public safety at schools, malls, airports and on corporate campuses.

What sets DeepCam apart?

DeepCam's AI technology and proprietary biometric engine is set apart by its large population accuracy. More than that, its best-in-class technology is available as a subscription service for only $99 per month, or $999 per year, including hardware. Hardware upgrades are included with the subscription, which also eliminates costs of tech change and upgrade fees. Developed by an AI team with more than 200 years of combined experience, DeepCam has proven successful in extensive international trials and with a growing list of U.S. retailers. There is no other company in the U.S. or abroad that can provide industry leading AI like this. And no problem is too big.

How does DeepCam work?

DeepCam is a plug-and-play system that drastically reduces retail shrink, slashes operational costs and upgrades the effectiveness of public safety like never before. Through a proprietary biometric-enhanced recommendation engine DeepCam's AI technology looks for suspicious behaviors that indicate further attention is needed. This results in a list of events for Loss Prevention and security staff to review, tagging individuals who should not be allowed back. If that individual returns, the system notifies security employees, allowing managers to intervene and ban them from entering again.

What is the DeepCam system comprised of?

The system uses three proprietary technologies: Match —biometric identification for large populations; Index — cross-camera event association; and Advise — behavior analytics.

Where is DeepCam based?

DeepCam is based in Longmont, Colo.

Who started DeepCam?

Don Knasel is the CEO and Founder of DeepCam.

Knasel is an industry leader, visionary and careered developer of industry-transforming technologies. Starting his career at Bell Labs and Corning in optical fiber technology, Knasel most recently was Co-Founder and CTO of MySnapCam, where he developed the first mass-scale Internet video baby monitor, pioneering simple device network configuration from 2009 to 2016.

Prior to MySnapCam, Knasel sold PDActive Broadband to In2 Networks in 2007 and continued with the company for two years prior to starting MySnapCam. At the time, In2 Networks was the leading provider of IoT energy management and smart home systems for the real estate development industry. PDActive Broadband

was created by Knasel as the first CRM system for real estate and resort developers.

PDActive, the first mobile management system for multi-family housing, was started in 2001. Knasel sold the company in 2003 to Real Page Inc., the leader in multi-family software systems.

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