deepcam
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Company Fact Sheet

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.

Why DeepCam: Developed by an AI team with more than 200 years of combined experience, the DeepCam AI platform is available as a subscription service for only $99 per month, or $999 per year, including hardware. In addition, hardware upgrades are included with the subscription, eliminating costs of tech change and upgrade fees. 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: Whether it's small or distant faces, side faces, variable lighting or complex backgrounds, DeepCam analyzes subjects in real-time and provides immediate alerts. 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.

Retail by DeepCam: DeepCam's proprietary biometric-enhanced recommendation engine identifies shoplifting and other suspicious behaviors, helping Loss Prevention personnel respond swiftly and effectively to reduce shrink.

DeepCam Markets: More than just enhancing or replacing security guards, the integration of AI as part of enterprise access control brings security of an office building, mall, airport or complex corporate campus to a new level. DeepCam can not only recognize and index, it can alert security personal to suspicious behaviors of visitors while they are on site.

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