



**FOR IMMEDIATE RELEASE**

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**DeepCam Shatters Financial Obstacle to  
Implementing AI and Facial Recognition**  
*Retail by DeepCam Now Available for \$99 with Monthly Subscription*

**LONGMONT, Colo.** — [DeepCam](http://DeepCam), America's most advanced artificial intelligence (AI) security company, is shattering the largest obstacle to implementing facial recognition technology—cost. Starting today, the DeepCam AI platform will be available as a subscription service for only \$99 per month, or at a discounted rate of \$999 per year. Subscription pricing includes hardware and any hardware upgrades, eliminating tech change and upgrade fees.

**To download videos and photos about DeepCam, visit [DeepCamAI.com/press-center](http://DeepCamAI.com/press-center).**

Developed by an AI team with more than 200 years of combined experience, DeepCam is a plug-and-play system that drastically improves retail loss prevention and slashes operational costs by using a proprietary biometric-enhanced recommendation engine that identifies shoplifting and other suspicious behaviors.

"Our subscription service eliminates the hurdles to implementing AI for security," said Don Knasel, DeepCam Founder and CEO. "We've solved the issues around cost, installation and ever-changing technology. Now retailers can prevent shoplifting, save money and feel confident that they will always have a world-class system."

DeepCam's system captures faces in scenarios where other technologies fail. Whether it's small or distant faces, side faces, variable lighting or complex backgrounds, DeepCam analyzes subjects in real-time and provides immediate alerts. Even when a customer tries to hide their face from the system, DeepCam can capture their face.

"Whether you're a mass chain retailer or a shop serving a local community, we're now delivering an AI solution for loss prevention that any business can afford," said Knasel. "For years, stores

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have had eyes. With Retail by DeepCam, they have AI behind those eyes. In addition, removing the cost barrier means AI will be a mandatory component in enterprise access control as part of any integrated security management system.”

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. No problem is too big for the DeepCam AI platform.

### **About DeepCam**

DeepCam is revolutionizing multi-location retail and banking loss prevention through artificial intelligence (AI). Retail by DeepCam is a biometric-enhanced recommendation engine that drastically reduces loss while slashing loss prevention costs. With more than 200 years of combined AI experience, DeepCam delivers plug-and-play simplicity in scalable systems built for large-population environments where other technologies fail. To learn more about DeepCam, visit [DeepCamAI.com](http://DeepCamAI.com).

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