

# Flock's Wireless Security Guard System -

[www.flocksafety.com](http://www.flocksafety.com)



## Why Security

In the United States, 87% of nonviolent crime goes unsolved. According to FBI statistics, nationwide, there was an estimated 7,919,035 property crimes in 2016. "Collectively, victims of property crimes suffered losses estimated at \$15.6 billion."

## Why License Plate Cameras

It's not because law enforcement isn't doing their job, it's often because there is no evidence. Even with alarm systems and home surveillance cameras in many homes today, there's rarely actionable enough evidence to solve a crime. At Flock, we hear time and again that the best

evidence to solve crime is a license plate. So we built license plate reading cameras that every neighborhood can afford. According to the Atlanta Police Foundation, a properly saturated area can see 30 - 50% reduction in crime.

## Why Flock

With customers across the United States, Flock is the only company that specializes in neighborhood security cameras. We build our own hardware, write our own software, and provide full service for the life of your contract. All of this (and more) is included in your price. Flock cameras are the only wireless, infrastructure free, license plate reading camera on the market.

# The Technology

## **License Plate Reading**

Flock cameras log all vehicular traffic with license plate number, timestamp, and corresponding image to the Flock Cloud. They support vehicles up to 55 MPH and 75ft from entrance and leverage a machine vision algorithm and optical character recognition for license plate detection.

## **Wireless**

Cameras come equipped with solar panels +battery and cellular connections for a discrete and completely wireless installation.

## **Signage**

Metal signs will be installed on existing poles at the entrance to the neighborhood.

## **Data Records**

Flock stores all data for 30 days. All data is securely stored with AES256 encryption.

## **Installation**

Flock installs cameras in the best place for your neighborhood. At a minimum, we place them near the entrance(s) but encourage our customers to consider placing them strategically throughout your community for maximum effectiveness. All installations include a 14ft pole on which to mount the camera.

## **Day/Night**

Flock is able to capture pictures during both day and night. During the day, Flock captures the license plate, make, model, and color of the vehicle. At night, the license plate is captured.

## **Other Footage Captured**

Flock cameras are motion-activated. While the license plate is the primary focus as it is the best evidence to provide to police, the cameras capture motion of all kinds and provide a searchable interface for not only vehicles but pedestrians, bicyclists, and even pets.

## **Searchable Interface**

All images captured by Flock are accessible within 30 minutes via Flock's online search tool. Customers can view all footage captured or filter by day/time, camera, or even specific fields including but not limited to: vehicle type, partial or full license plate, resident vs. non-resident, pedestrian, bicyclist, and dog and cat.

## **Accessing Footage**

Your neighborhood 100% owns the data. Flock will not share, sell, or access your data. The footage can be accessed via a web portal. Your neighborhood determines who has access to footage. Either an HOA board member, trusted neighbor, or every neighbor - it's your call. We have the ability to grant an individual access for a short period of time. So in the event of a crime, the neighborhood could grant the victim access to Flock footage for 24 hours.

## **What Happens In the Event of a Crime**

- (1) You can download footage and email it directly to the police officer
- (2) You can print out the footage and share it physically with law enforcement
- (3) You can even let your account manager know that you would like to give the police access directly to the Flock system for a defined period of time.

Armed with the footage provided by Flock, the police can now continue their investigation with actionable evidence.

## **Resident SafeList**

In the event of a crime, footage can be accessed and shared with the police. If a neighbor's license plate is on the SafeList, any footage of their vehicle will be marked as "resident". If desired, a neighbor can opt to have their vehicle information completely removed from the footage in the interest of privacy.

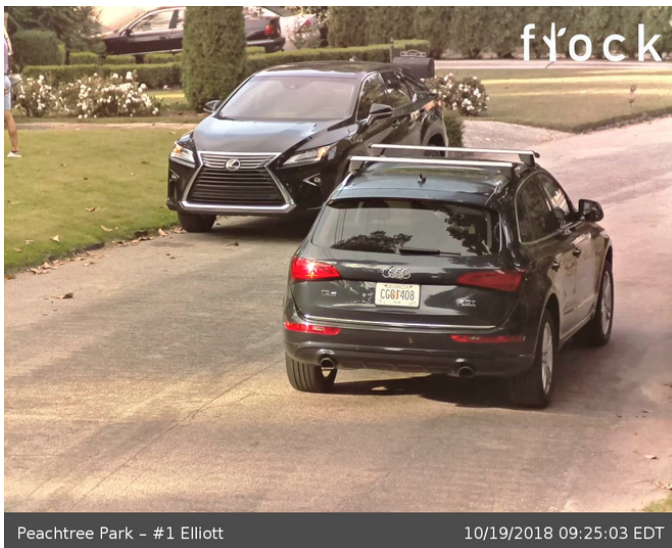
## **Partner with Local Police**

Flock cameras can integrate with local law enforcement and provide notifications based on a FBI database of over 250,000 license plates of interest such as stolen vehicles, arrest warrants and protection orders. If a vehicle on this list is recorded by your Flock camera, a notification will automatically send to participating local law enforcement.

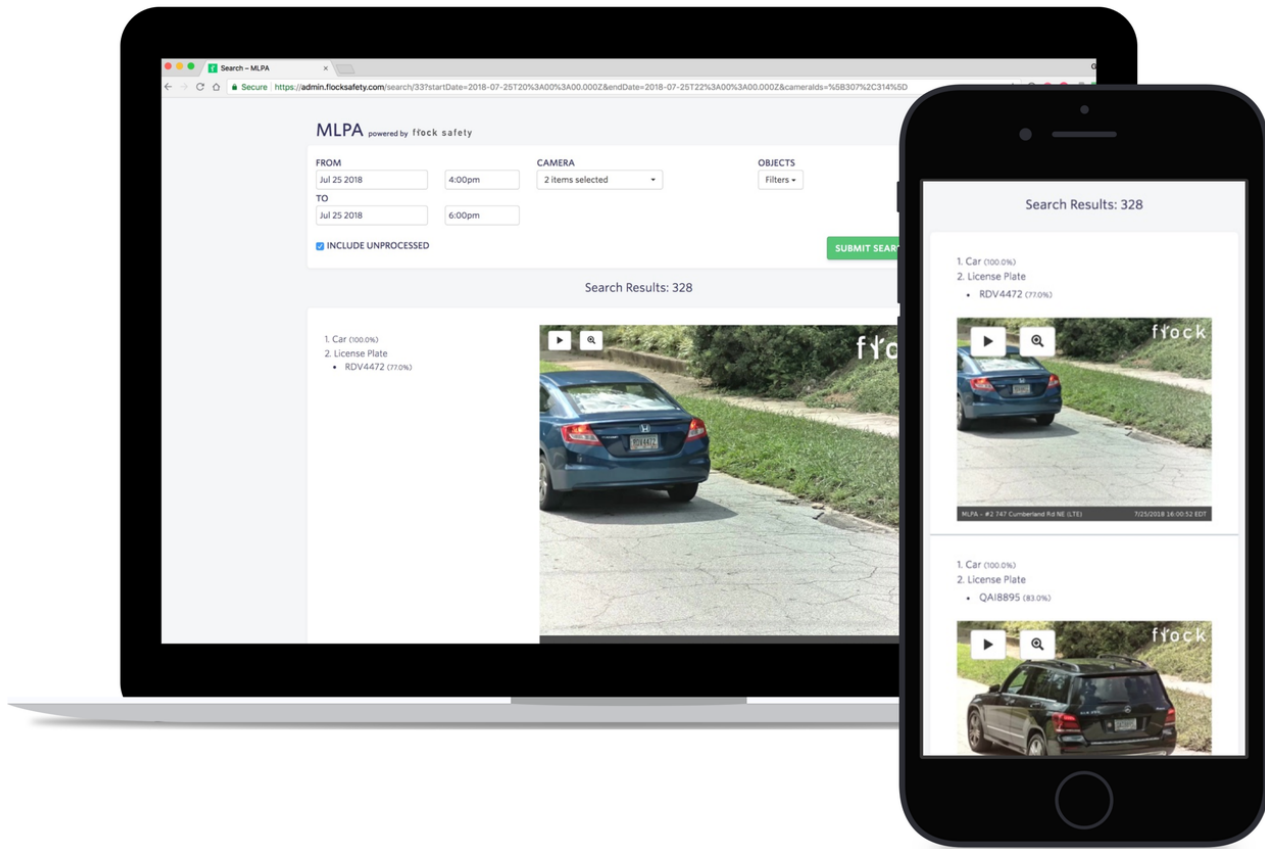
## Sample Images

### Day and Night Footage

Day time captures license plate, color, make, and model of vehicle. Night Time specifically captures license plate.



### Accessing Footage



## Installation



# Key Terms of the Contract

**Terms** - 24 months

**Support** - Flock will install and maintain the product over the duration of the contract.

## Next Steps -

1. Review proposal with neighborhood leadership
2. Sign Flock purchase order
3. Complete billing setup
4. Introduction to Account Manager who will establish install schedule and be primary point of contact
5. Installation of cameras and signage (3-4 weeks)

Upfront Costs	Price	QTY	Subtotal
Installation	\$500.00	1	\$500.00
Camera Equipment	\$0.00	1	\$0.00
14ft Pole	\$0.00	1	\$0.00

Subtotal	<b>\$500.00</b>
Installation Discount (100%)	<b>-\$500.00</b>
<b>Total</b>	<b>\$0.00</b>

Annual Fees	Price	QTY	Subtotal
Flock Software, Hosting, Cellular, Maintenance/Support	\$2,000.00	1	\$2,000.00

Subtotal	<b>\$2,000.00</b>
<b>Total Annual Fee:</b>	<b>\$2,000.00</b>

**Today's Date** - May 16, 2019

This proposal expires in 30 days.