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SURVEILLANCE SIMPLIFIED
Crime Deterrent Systems

WE SAW THE OPPORTUNITY

Current security cameras are great at capturing **activity after it has happened**, but **do not** provide a way to disrupt a suspect and **deter** a crime from happening in the moment.

ORDINARY SURVEILLANCE CAMERAS OFFER NO DETERRENCE TO CRIME

Adding lights and sounds to current cameras is hack job at best

- Expensive
- Time Consuming
- Complicated
- Ugly!

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CURRENT MARKET STATUS —

	ActionCS	OTHER BRANDS		
		IP Speakers & Lights	Cameras with Lights & Sound	Trailers
Integrated Employee Wearable Lockdown System	X			
Integrated Employee Wearable Nuisance Alerting System	X			
Integrated Repeat Offender Systems	X			
Cloud-Enabled Crime Deterrence	X			X
Works with Any System	X			
No Special Programming	X			
No Rewiring Needed	X			
Universal Plug & Play Real Time Deterrence	X	X	X	
Has Lights and Sound	X	X	X	X
Easy Deployment	X		X	X
Cost	$	$$	$$$	$$$$$
Poor Audio Performance		X	X	
Weak Lights		X	X	
Requires Special Integration/Programming		X		
Need to Rewire Building		X		
Proprietary System		X	X	X

THE ACTION-CS SOLUTION WAS BORN!

↑ INTERIOR ACTIVE DETERRENT UNIT

EXTERIOR ACTIVE DETERRENT UNIT

The Action-CS **Active Deterrent Unit enables almost any existing commercial IP camera to become a real-time crime deterrent system** without extra programing or additional wiring. **Plug & Play!**

STOP CRIME IN REAL TIME!

Backpack kits powered by the Action-CS cloud **enable any customer to have a Plug & Play crime deterrent system** with any monitoring solution they desire with Action-CS cloud recording.

↑ INTERIOR BACKPACK

EXTERIOR BACKPACK

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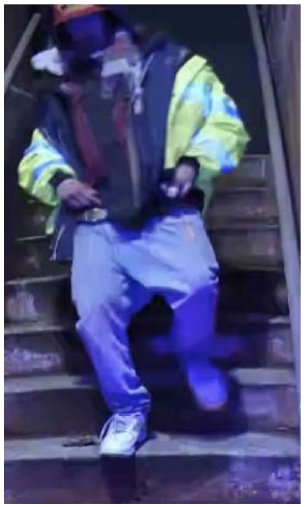
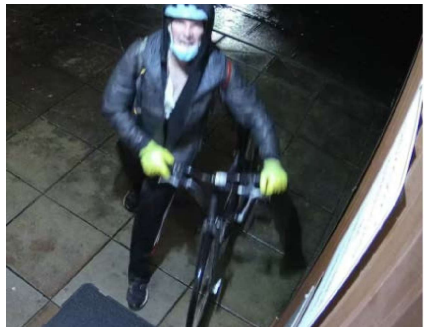
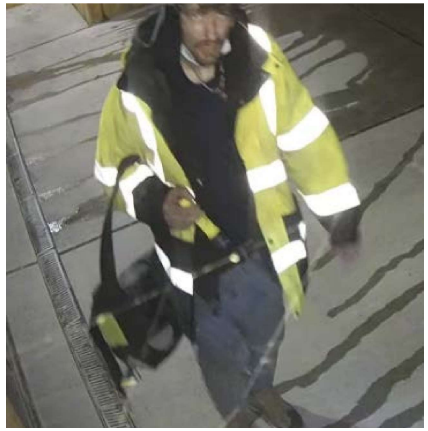
CAMERAS WITH DISRUPTION REDUCE CRIME!

Cameras with real time voice and light disruption of suspected activity reduce crime and prevent it from happening in real time!

A study conducted by the UNC Department of Criminal Justice & Criminology **surveying 422 burglars found 70% would “leave immediately if an alarm was triggered”.**







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A COMPLETE SYSTEM OF HARDWARE & SOFTWARE SOLUTIONS

Action-CS has **3 core systems** that make it **unique in the Crime Deterrence market.**

HARDWARE ONLY SALES

EXTERIOR ADU

INTERIOR ADU

BACKPACK KITS WITH CLOUD SERVICES

Complete camera systems with integrated Action-CS ADU's and connected to our cloud with secure encrypted transport for simple and plug & play deployment.

NUISANCE ALERTING & REPEAT OFFENDER SYSTEMS

Innovative and market defining products to empower and protect employees and merchandise from criminal activity with Smart AI enabled devices.

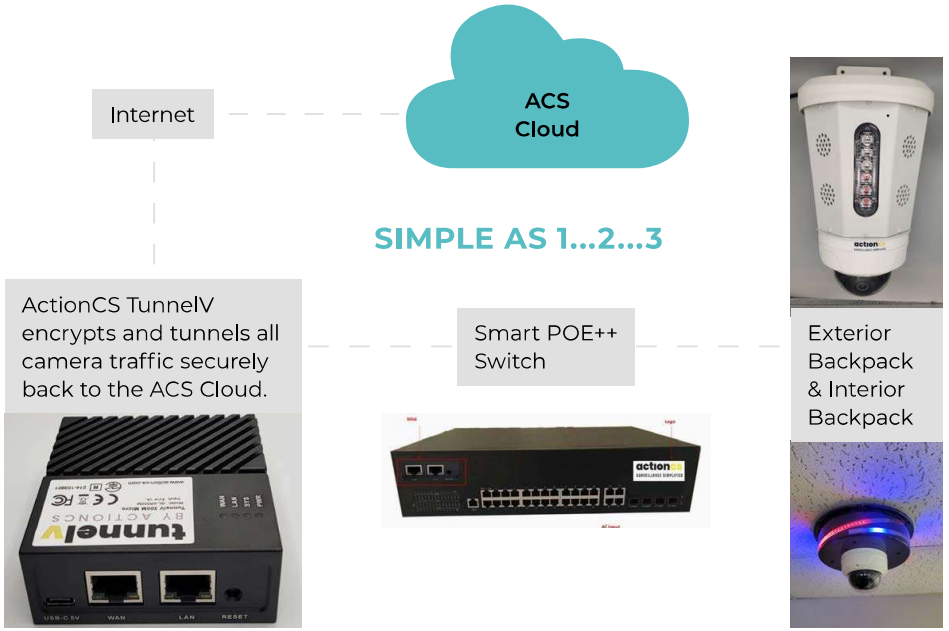
ACTIVE DETERRENT UNIT MARKET OPPORTUNITIES

Action-CS ADU units have been **engineered for the Plug & Play upgrade of all existing surveillance cameras** to become Crime Deterrent Camera Systems.

COMPATIBLE BRANDS COMPRISE 90% OF THE COMMERCIAL SURVEILLANCE CAMERAS MARKET.

PLUG & PLAY BACKPACK KITS

- **No complicated setup**, preconfigured and ready for deployment.
- Works off of a single ethernet cable, **no new wiring**!
- **The only Plug & Play crime deterrent system on the market today with full user control that works!**



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NUISANCE ALERTING

Action-CS is the emerging market leader in loss prevention and crime mitigation, stopping criminal activity in its tracks and keeping people safe.

The Nuisance Alert System **puts the power in every employees hands** to call for help or lock down a store or beer cooler from anywhere in the store.

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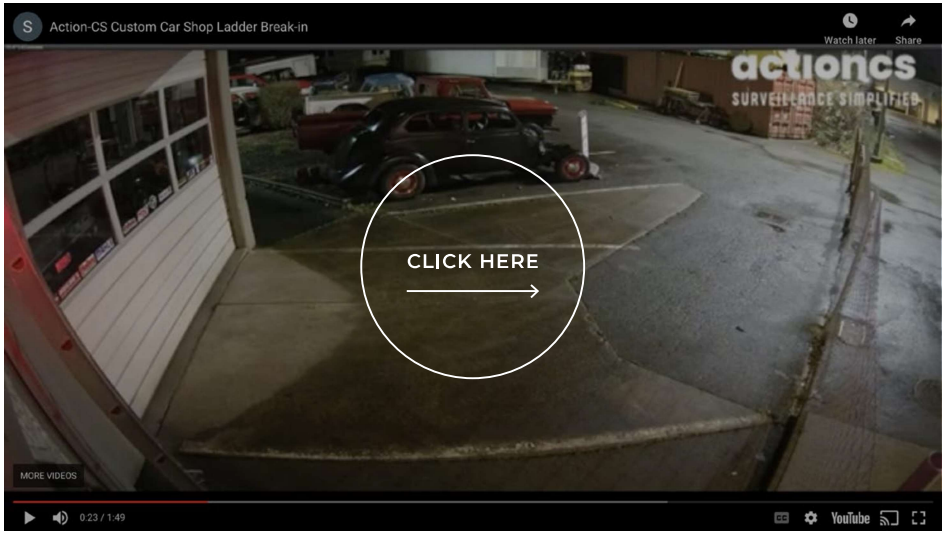
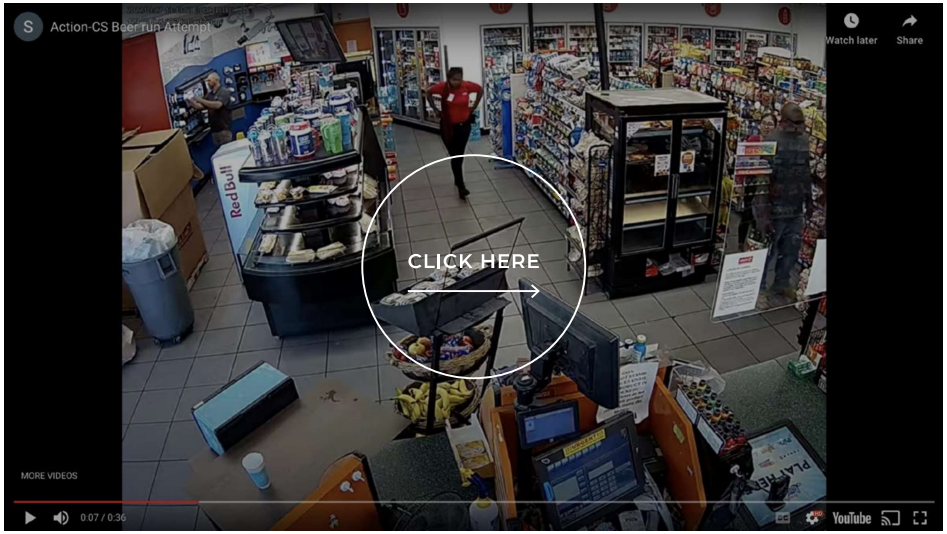
ACTION-CS CRIME DETERRENCE IN ACTION!

VIEW CUSTOM CAR SHOP BREAK IN STOPPED!



VIEW BEER RUN STOPPED WITH ACTION-CS CAMERAS



USE CASE SCENARIOS

SCENARIO 1

Parking Lot Protection

Our Active deterrent units can be strategically placed on light poles in the parking lots. They are able to monitor large areas and deter unwanted behavior when detected.

Our teams typically go up the light poles and pull off power. Up high, we can still view and deter, but we are not targets of thievery like trailer-based solutions (criminals either steal the entire trailer or target solar panels and battery packs in arms reach).

SCENARIO 2

Construction Site Protection

Deter potential job site thieves.

SCENARIO 3

Chaos Mitigation

NAS panic button placed in strategic areas to expedite security attention on potential chaos.

SCENARIO 4

Fuel Pump Protection

Protect fuel pump stations when vacant from criminals seeking to alter the credit card skimmers. Our systems would alarm/ strobe/talk down when activity is detected in the vacant off hours.

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