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Frequently Asked Questions

Who is DeepCam?

DeepCam is an artificial intelligence (AI) company based out of Longmont, Colo., that is revolutionizing multi-location retail and banking loss prevention. A comprehensive AI system with uses well beyond retail and banking loss prevention, DeepCam also achieves the large-population performance required today for school, corporate and public safety.

What is DeepCam launching at ISC West?

After three years in stealth mode, DeepCam has released Retail by DeepCam, a system that will transform retail loss prevention. Retail by DeepCam is a plug-and-play system that drastically reduces retail shrink and slashes operational costs through a proprietary biometric-enhanced recommendation engine.

What sets DeepCam apart?

What sets DeepCam's AI technology and proprietary biometric engine apart is its large population accuracy. Accurately recognizing small populations, such as employees in an office building, is relatively easy. Where existing biometric technologies fail is when the system needs to recognize and analyze millions of people. Developed by an AI team with more than 200 years of combined experience, DeepCam is a proven success in extensive international trials and with select U.S. retailers.

How does DeepCam work?

DeepCam's AI technology looks for shoplifting and other suspicious behaviors that indicate further attention is needed. This results in a list of events for Loss Prevention to review, tagging those individuals who should not be allowed back. Then, the next time that individual returns, the system notifies store employees, allowing managers to intervene and ban them from entering again.

Why did DeepCam choose to launch first in the retail loss prevention market?

According to the National Retail Federation, the retail industry loses more than \$40 billion annually in goods. For retailers, there are few criminal consequences for shoplifters, and store managers are left to fend for themselves. DeepCam offers the biometric capabilities, cross-camera event association, and multi-location data and behavior analytics retailers need to intervene effectively. And DeepCam's smart cameras do more for less, offering unmatched operational effectiveness and an opportunity for retailers to require fewer Loss Prevention staff, while effectively monitoring more stores. Stores in a network can share data and prevent loss across locations to identify thieves and ban them from stores.

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.

What does DeepCam cost?

Pricing for the service varies based on client needs. The service ranges from basic monitoring to enterprise

solutions for multi-location retailers requiring complex data analytics across networks. Overall, DeepCam provides a rapid return on investment.

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

PDAActive, 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.

What are other uses of the DeepCam technology?

A technology and big data analytics system that goes beyond loss prevention, DeepCam's enterprise system also delivers wide-ranging retail intelligence that can be utilized for customer appreciation, merchandising optimization and operations improvement. Retail by DeepCam can identify everything from the number of customers at a given time or day, queue wait times, and monitor shopping habits by demographics and location.