

SALES & MARKETING BRIEF

Public-Private Partnership Packages - Sales & Marketing Campaign Brief

JULY 2020

Objectives:

- Broaden install base of installed Avigilon Cloud connected devices
- Improve our position as an integrator for law enforcement
- Establish future install base and sales of cloud enabled analytics
- Counter competitors in PPP markets (Genetec)

Target Campaign Launch Date: July 15, 2020

Duration: July - End of Q4

Customer Target: Law Enforcement - Primary | Businesses & Housing Authorities - Secondary

Executive Summary:

Public-Private Partnerships (PPP) require innovative, collaborative camera sharing programs to allow businesses opt in to integrate their camera systems with law enforcement operations, allowing agencies critical insights and actionable intelligence to respond to crime more quickly and effectively.

The packages described in this sales brief provide options for law enforcement agencies to promote integration with local businesses camera systems. By investing in **Avigilon Cloud Services** and these **Public-Private Partnership (PPP) packages** law enforcement and businesses work to combat crime and protect property. Ensuring complete transparency and enhanced safety for the community and businesses that leverage this technology.

It is the role of the law enforcement agency to work with the business to build a program that works for the community. **The Public-Private Partnership Packages** are an entry point for law enforcement to facilitate the conversation with business partners with 3 easy packages:

Packages:

Packages	Availability
Public-Private Partnership (PPP) Basic (Essential - Security for Safer Cities or Communities)	July 2020
Public-Private Partnership (PPP) Advanced (Advanced - Security for Safer Cities or Communities)	July 2020
Public-Private Partnership (PPP) Advanced+ (Expert or Enterprise - Security for Safer Cities or Communities)	July 2020

The new PPP packages address customer within 3 Buckets:

- Businesses with existing cameras in place, but need for software connection to law enforcement operations- Avigilon Cloud Services (**Basic**)
- Businesses with existing cameras in place, but need for software connection to law enforcement operations and compliant recorders - Avigilon Cloud Services and ES Appliance (**Advanced**)
- Businesses with no cameras or connection in place to connect to law enforcement operations - Net New Customers who need new cameras, recorder and Avigilon Cloud Services (**Advanced+**)

Sales quotes for the packages will be generated by Avigilon Sales Representatives and/or Regional Partner. Any pricing or install questions to be answered by either Sales Representative or Avigilon Partner.

Quick Reference Package Comparison:

Includes	PPP Basic ACS	PPP Advanced ACS + ES Recorder	PPP Advanced+ ACS + ES + New Cameras
Avigilon Control Center (ACC) Core Software License*	✓	✓	✓
Avigilon Cloud Services (ACS) Connection**	✓	✓	✓
Storage on ACC Edge Solution (ES) Analytics Appliance***		✓	✓
Connection of up to 8 Existing Cameras	✓	✓	✓
<i>Optional</i> On-Premise Analytics (Object Detection)		✓	✓
New Installation of up to 8 Cameras H5M (outdoor) and/or H4M (indoor)			✓

* Customer must provide Compliant Hardware - Cameras, PC, Storage Server

** Customer must have ACC 7.4.4 or higher

*** If Customers Cameras are analog, will require additional digital encoder

All packages customers must provide internet connection

Why Should Law Enforcement Invest in the PPP packages:

Meaningful public-private partnerships can form an even stronger foundation of trust between public safety agencies and the community. These programs empower communities to take a more proactive role in public safety, allow agencies to respond more quickly to crimes in progress and help create an exchange of information and real-time intelligence that can keep both citizens and officers safer. When communities and police consistently and constructively work together it can help to reduce crime, drive lasting economic development efforts and even increase the safety of law enforcement officers.

Positioning the packages:

Package	
Public-Private Partnership (PPP) Basic	Avigilon Control Center connected to Avigilon Cloud Services (Software Only)
Public-Private Partnership (PPP) Advanced	Avigilon Cloud Services & Edge Solution (Software & Recorder)
Public-Private Partnership (PPP) Advanced+	Avigilon Cloud Services, Edge Solution, & Avigilon Cameras (Software, Recorder & Camera Hardware)

Packages	Description	MSRP	Elite Partner Cost (40%)	Promotional Offer (47%)	Promo Discount
(PPP) Basic	4 ACC Core Licenses	\$340 (\$85 ea)	\$204 (\$51 ea)	\$180 (\$45 ea)	\$24
(PPP) Advanced	ES 8-Port Appliance	\$2,665	\$1,599	\$1,412	\$187
(PPP) Advanced+	6 H5M Cameras + Core Licenses	\$2,680	\$1,608	\$1,340	\$268
(PPP) Advanced++	6 H5M Cameras with 8-Port ES Appliance	\$4,835	\$2,901	\$2,395	\$506

PPP Basic

Target Customer Base: Businesses with existing Avigilon or 3rd party cameras and Avigilon Control Center video management software in place, but need for software connection to law enforcement systems - Avigilon Cloud Service. Lowest-cost entry point for adding competitive advantage and value to new or existing Avigilon customers through connecting to Avigilon Cloud Services.

Law Enforcement Messaging: Partner with your community businesses to counter crime and improve public safety. Businesses with existing camera feeds can instantly tap into law enforcement crime-fighting systems by cloud-connecting their Avigilon Control Center sites with Avigilon Cloud Services (ACS). ACS makes it easy to reach/view all business sites with convenient, centralized access to distributed sites. Enabling remote access to business systems from anywhere, browser or

Avigilon Control Center (ACC) mobile 3 app.

Customers Requirements: It is required that the customer have a head end recording device capable of running ACC - there are certain minimal specs. Customers must provide Complaint Hardware - Cameras, PC, Storage Server. All packages sold must have internet connectivity provided by the customer.

PPP Advanced

Target Customer Base: Businesses with existing Avigilon or 3rd party cameras and Avigilon Control Center video management software in place, but need for software connection to law enforcement systems and compliant recorders - Avigilon Cloud Services and Edge Solution (ES) Appliance.

Law Enforcement Messaging: Businesses with existing camera feeds can instantly tap into law enforcement crime-fighting systems by cloud-connecting their Avigilon Control Center sites with Avigilon Cloud Services (ACS), additionally with PPP Advanced they will enhance their operations with on-site storage appliances (ES Appliance) and optional analytics.

Customers Requirements: If the Customers Cameras are analog, will require additional encoder to install. All packages sold must have internet connectivity provided by the customer.

PPP Advanced+

Target Customer Base: Businesses with no cameras or connection in place to connect to law enforcement system - Net New Customers who need new cameras, video recorder and Avigilon Cloud Services.

Law Enforcement Messaging: Businesses looking to enhance the safety and security of their property can implement Avigilon Cloud Services, ES Appliance, Analytics and Cameras. Build a robust system to ensure businesses are safeguarded through video security technology. Enable them to tap into law enforcement systems - building trust and transparency with the community and bolstering business and employee safety.

Customers Requirements: All packages sold must have internet connectivity provided by the customer.

How PPP Packages Works for Law Enforcement: Starting Guide

1. **Create** - a camera share programs
2. **Leverage** - existing technology
3. **Implement** - the right package
4. **Respond** - responsibly with the community

1. CREATE: A Robust Camera Sharing Program

Your agency can enhance the safety of its community and keep important business assets protected through camera sharing programs. Bridging the gap between law enforcement, fire services, emergency management and businesses and benefit from more proactive and informed public safety responses to criminal activity or other events before they become bigger threats. Implement a camera share program within your agency based on your policies and current technology investments in the goal of bringing

together law enforcement systems and businesses camera infrastructure, enhancing overall public safety.

2. LEVERAGE: Utilize Existing Investments

Leverage your current law enforcement technology investments and consolidate all critical incident information into one complete operating picture. By analyzing the current systems and investments you can determine what new technology is needed to enhance operations and what in place can be leveraged without additional investment. Once understanding the capabilities of your current systems you can reach out to your community businesses to understand what current technology they have in place.

3. IMPLEMENT: A Package that Works for Your Community

Once reviewing and discussing options, implement one or more of the **Avigilon Public-Private Partnership (PPP) packages** within your operations and community businesses. Law enforcement can easily partner with the community by integrating PPP packages with new or existing cameras within the business. Enabling law enforcement to seamlessly connect into their video infrastructure once opted in. The packaged solutions will create a bridge between video and data, allowing law enforcement to work proactively with the business or community.

4. RESPOND: Responsible & Proactive Crime Fighting

When agencies have the right technology to streamline existing cameras from businesses, they can foster a safer and more connected response within the community. Engaging the community in a responsible way, and leveraging private investments, which provides a benefit to everyone. Businesses can trust that law enforcement is focusing on the right incidents and responding to information when it matters most, all while boosting community-police relations, trust, and transparency.

'Includes' Defined

Avigilon Control Center - Avigilon Control Center (ACC) 7 is the latest and most advanced version of ACC™ video management software. Designed to bring the right information to you so that you can take action, ACC 7 provides an easy-to-use, AI-enabled user interface to help ensure critical events do not go unnoticed. A minimum of ACC 7.4.4 is required to connect to Avigilon Cloud Services.

Avigilon Cloud Services - The Avigilon Cloud Services platform enables a modern cloud-connected user experience, accessible from a web browser. It lays the foundation for Avigilon Control Center (ACC) customers to connect to the cloud and take advantage of capabilities and features that provide centralized access across distributed systems. Our platform provides for the delivery of value-add services that helps to improve your up-time, and enhance productivity, while also strengthening your security. The Avigilon Cloud Services platform simplifies management of physical security systems for customers with multi-site facilities and distributed security systems from anywhere.

Easy Remote Access- Monitor multiple locations and cameras – from a central location or via a mobile app – to quickly detect, verify and act on events.

Cloud Connectivity to all ACC sites - Connects ACC sites to the cloud, which helps to centralize media access, system management, and integrations.

Enhanced Security- Provides timely and proactive responses to analytic alarms, sent from ACC software

as push notifications directly to the ACC Mobile 3 app [ACS Video Here](#)

ACC ES Appliance & Analytics - The ACC Edge Solution (ES) Analytics Appliance provides a cost-effective way to add analytic capability to new or existing video surveillance cameras, enabling you to intelligently record locally, monitor centrally and manage remotely.

The Avigilon Control Center (ACC) Edge Solution (ES) Analytics Appliance is a flexible, all-in-one device that brings server-level performance to the network edge. It adds self-learning video analytics, embedded storage and remote management to any IP video surveillance camera. By offering intelligent monitoring deployed at the network edge, the ability to store high amounts of HD video data remotely, and the ability to view live or recorded video from long distances upon demand, the ACC ES Analytics Appliance is ideal for centralized monitoring of critical infrastructure locations such as upstream oil and gas pipelines, power substations, telecommunications towers and important city areas.

KEY FEATURES

- Extend self-learning video analytics to any IP video surveillance camera
- Pattern-based object classification and tracking technology
- Continuously self-learning analytics with no manual calibration required
- Provides up to 130 Mbps of total throughput and can process a maximum self learning video analytics resolution of up to 4K (8 MP)
- Remote alerts provide instant notifications to any mobile device
- Enables video retention at the edge with 2TB and 4TB storage models
- Configured with Avigilon Control Center (ACC) High Definition Network Video Management software
- Uses Avigilon's industry leading High Definition Stream Management (HDSM)[™] technology
- Installation of the system is easy with an optional rack-mounted tray with sliding rail system

H5M (Outdoor Use)

The Avigilon H5M camera provides a cost-effective solution for budget-conscious video security projects and is beneficial for sites that require a small footprint camera for outdoor use. The H5M camera can handle tough environmental conditions while offering advanced AI technology for faster response times and simple installation – all backed by a 5-year warranty

Unusual Motion Detection Technology - Uses AI to continuously learn what typical activity in a scene looks like and then detect and flag unusual motion events for review

H.265 & H.265 HDSM Smartcodec[™] Technologie s- Combines compression technologies to maximize bandwidth and storage savings

ONVIF[®] Compliant - Native ONVIF[®] Profile S and Profile T compliance allows easy integration with existing ONVIF infrastructures

Lightcatcher[™] Technology Exceptional detail in low-light settings

Weather & Impact Rated - IP66/67 weather rating and IK10 impact rating for vandal resistance

Wide Dynamic Range - Capture details in scenes with both very bright and very dark areas



H4M (Indoor Use)

The H4 Mini Dome is the smallest and most discreet camera within the Avigilon H4 platform, offering exceptional image quality at an entry-level price point. Its modular design enables it to snap into surface, in-ceiling or pendant mount adapters for fast and easy installations.

CONTENT ADAPTIVE IR Adjusts IR beam width and illumination settings based on scene conditions to help maximize image quality
Integrated IR Illuminators -Integrated IR LEDs provide uniform illumination, even in complete darkness

H.265 & H.265 HDSM Smartcodec™ Technologie s- Combines compression technologies to maximize bandwidth and storage savings

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