



omnilert®

Active Shooter Detection

AI-assisted Surveillance
Monitoring



About Us

Founded in 2004, Omnilert was the first company to establish the emergency mass notification market. It continues to be the innovation leader and most trusted partner to over 2,500 customers across diverse industries, including education, healthcare, manufacturing, private and public sector organizations.



Nearly half of Omnilert customers reported their emergency response plan is now **75 - 100%** more effective

92% agree that Omnilert is the innovation leader and the most trusted partner in the emergency mass notification market

Outcomes Focused Capabilities

Beyond Notifications

With the broadest array of solutions, Omnilert matches the needs of organizations of all sizes, and goes beyond notification into prevention, engagement with the user community, and management of critical incidents.



Prevention & Response

Proactive solutions, such as Omnilert Active Shooter Solution, provide early warnings and automated alerts using our emergency notification app, leverage artificial intelligence to detect and integrated alerting to prevent critical events before they occur.

Management & Automation

Critical event automation and visualization with pre-defined actions and workflows.

Communication & Engagement

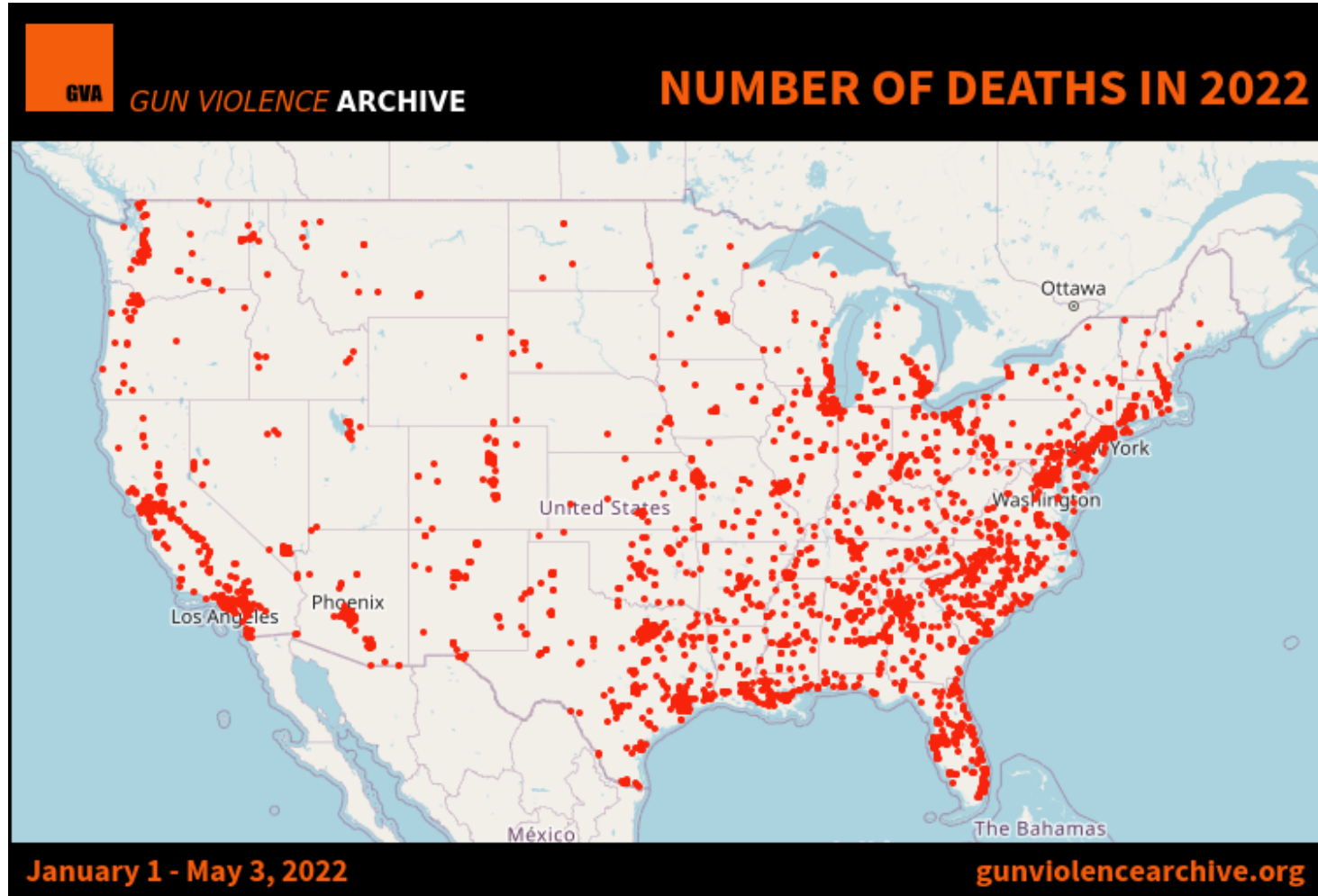
Small teams can engage with large audiences by easily and iteratively dividing users into smaller groups to provide and receive timely, targeted and relevant information & intelligence.

Notification Broadcast

Send emergency alerts through the most comprehensive multi-channel emergency communications channels—beyond mass text, email, and voice to mobile safety apps, social media, signage, alarms, and access control systems.

350+ Mass Shootings so Far in 2022

(07/18/22)



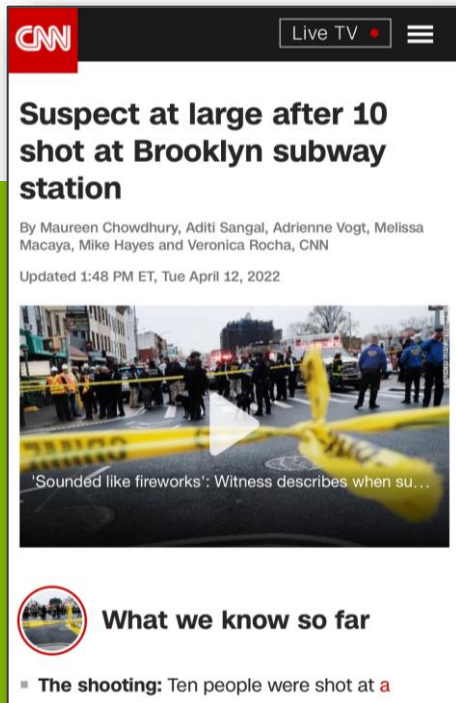
NEWS WATCH NOW

HEALTH NEWS

In a first, firearms were leading cause of death for U.S. children and teens in 2020

Gun deaths among children and teens rose by 29 percent in a single year, largely because of an increase in homicides.

Gun Violence is the New Reality in America




CNN Live TV

Suspect at large after 10 shot at Brooklyn subway station

By Maureen Chowdhury, Aditi Sangal, Adrienne Vogt, Melissa Macaya, Mike Hayes and Veronica Rocha, CNN

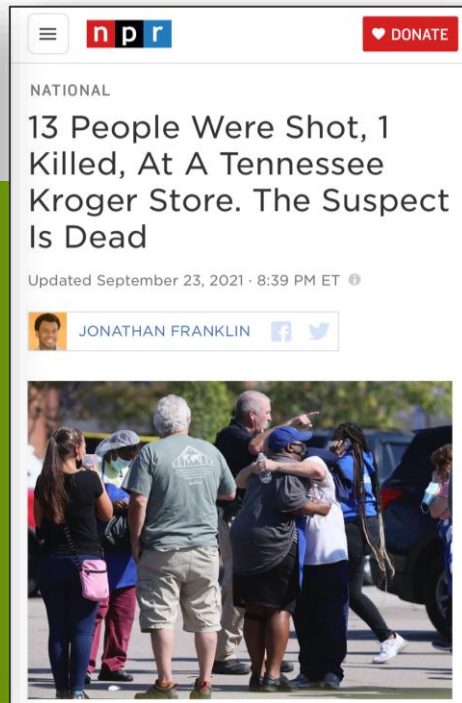
Updated 1:48 PM ET, Tue April 12, 2022



'Sounded like fireworks': Witness describes when su...

What we know so far

■ **The shooting:** Ten people were shot at a



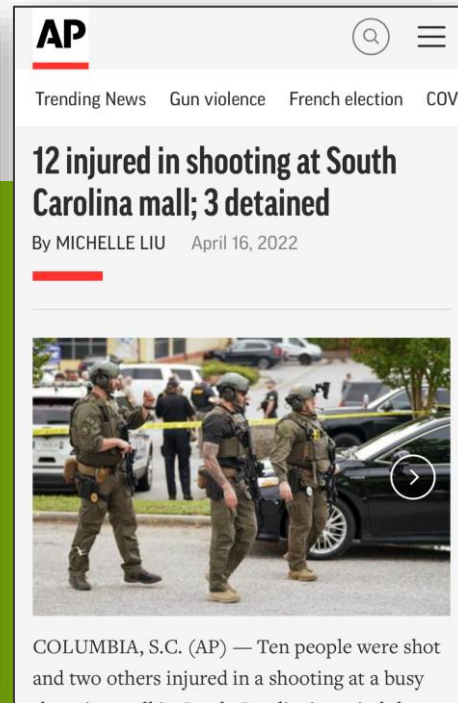

npr DONATE

NATIONAL

13 People Were Shot, 1 Killed, At A Tennessee Kroger Store. The Suspect Is Dead

Updated September 23, 2021 · 8:39 PM ET

JONATHAN FRANKLIN




AP

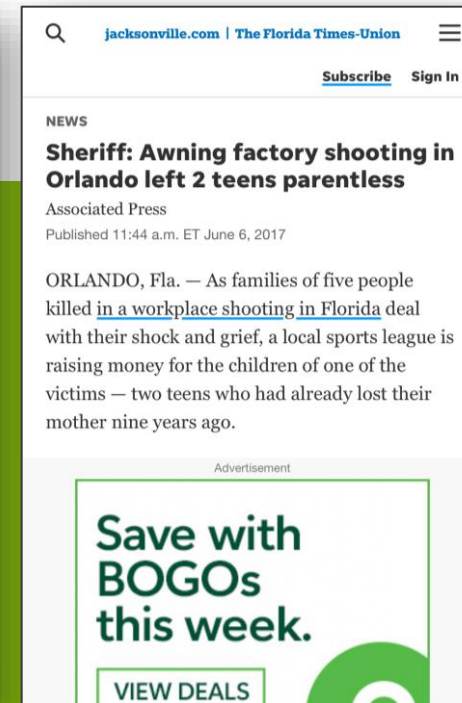
Trending News Gun violence French election COVID

12 injured in shooting at South Carolina mall; 3 detained

By MICHELLE LIU April 16, 2022



COLUMBIA, S.C. (AP) — Ten people were shot and two others injured in a shooting at a busy



jacksonville.com | The Florida Times-Union

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NEWS

Sheriff: Awning factory shooting in Orlando left 2 teens parentless

Associated Press

Published 11:44 a.m. ET June 6, 2017

ORLANDO, Fla. — As families of five people killed in a workplace shooting in Florida deal with their shock and grief, a local sports league is raising money for the children of one of the victims — two teens who had already lost their mother nine years ago.

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Families of 5 Killed in Indiana FedEx Shooting File Lawsuit

April 13, 2022

Relatives of five of the eight people who were shot and killed last year at an Indianapolis FedEx warehouse by a former employee sued the shipping giant and a security company on Monday, accusing them of negligence and failing to ensure that the workplace was safe.

The federal lawsuit, which names as defendants the FedEx Corporation, three of its operating units and Securitas Security Services USA, alleges that gunman Brandon Scott Hole, 19, had "exhibited emotional and mental instability on multiple instances" before the April

Communities, Organizations Feel Powerless to Protect their People

Technology Gives New Hope in Layered Security

Human Detection

Manual surveillance monitoring looks for potential threats



Metal Detection

Traditional walkthrough metal-sensing screening devices



Audible Detection

Detects gun shots and like-sounds through microphones



Visual Detection

A.I. detects potential active shooters through live video feeds



The Truth About Video Surveillance

There are 70 Million security/surveillance cameras deployed in the U.S.

Fewer than 1%...

of all surveillance video is watched live.¹

45% of activity...

is missed after 12 minutes of continuous video monitoring.²

95% of activity...

can be overlooked by monitors after just 22 minutes.²



¹ IPVM: <https://tinyurl.com/mrxcuzwn>

² Security Oz: <https://tinyurl.com/2p99s8ny>

Before, During, and After

Coverage, Detection, Alert and Response Can Save Lives



Split-Second Detection



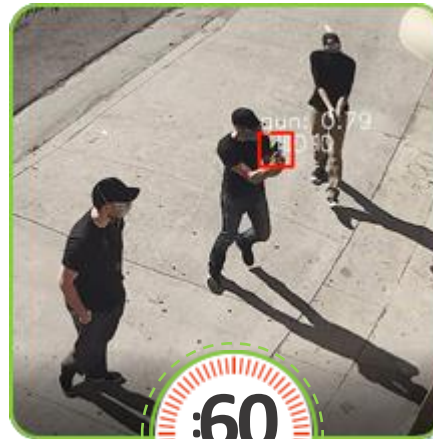
:01
sec

Instant Response



:05
sec

Situational Awareness



:60
sec

Actionable Intelligence



:60+
sec

Post-Incident Support



∞

Early Detection Can Make a Difference

Sandy Hook

12/14/2012

- Elementary school mass shooting with 28 dead and 2 injured.
- 15 min delay between the first shot and officers entering the building.

Parkland

2/14/2018

- High school mass shooting with 17 killed.
- 1:20 delay between first sight and first 911 call.
- 5+ mins before active shooter code red called on campus

FedEx

4/15/2021

- FedEx ground facility mass shooting with 9 killed and 7 injured.
- Shooting began in parking lot before entering the building.

Tops Market

5/14/2022

- Grocery store mass shooting with 10 killed and 3 injured.
- Shooting began in parking lot before entering the building.

Each case had the opportunity for early detection & a much earlier response

Transforming Surveillance into Active Prevention

Active Shooter Detection

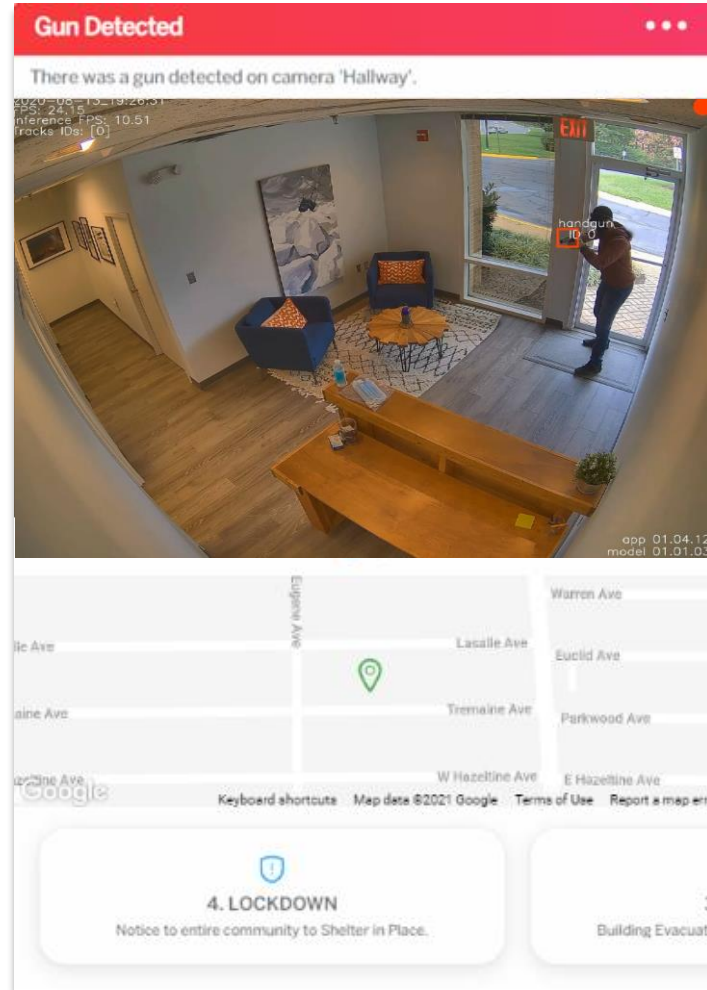
- Early warning system – before shots are fired
- On premise integration into existing IP camera installations with standard computer hardware
- Fast, reliable, and continuous monitoring through artificial intelligence
- Detects handguns and long guns independently
- Improves response through accurate reporting of type of gun, location, number of shooters



Certified Human Validation within Seconds

Omnilert Threat Validation

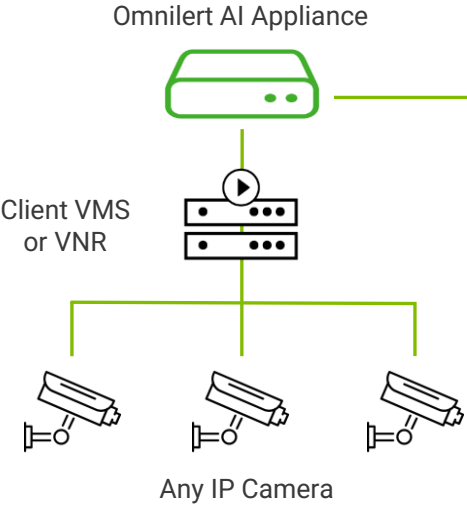
- Active shooter detections automatically alert Omnilert certified monitors
- Geographically disparate monitoring centers provide around-the-clock prevention services
- Confirmed detections shared with client security teams and response plans are automatically initiated



Omnilert Active Shooter Solution Overview

Detection

- A.I. detects on-site using existing video sources and publishes alert



Validation

- Threat detections pushed to Omnilert certified monitors for validation



Automation

- Confirmed threat triggers pre-scripted automations from ENS to endpoints



Response

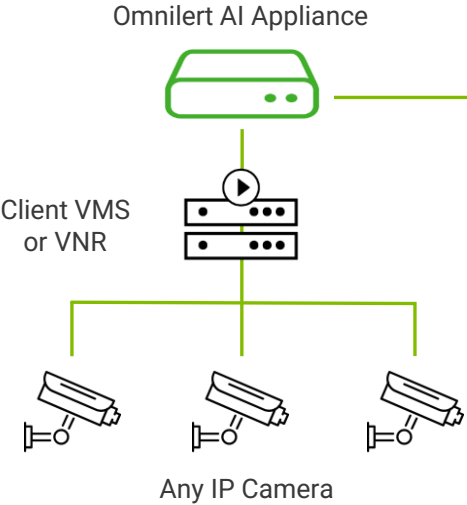
- Police called & response plans execute in seconds to prevent, minimize harm



Rich Ecosystem Supports Your Workflows

Detection

- A.I. detects on-site using existing video sources and publishes alert



Validation

- Threat detections pushed to security personnel or client VMS for validation

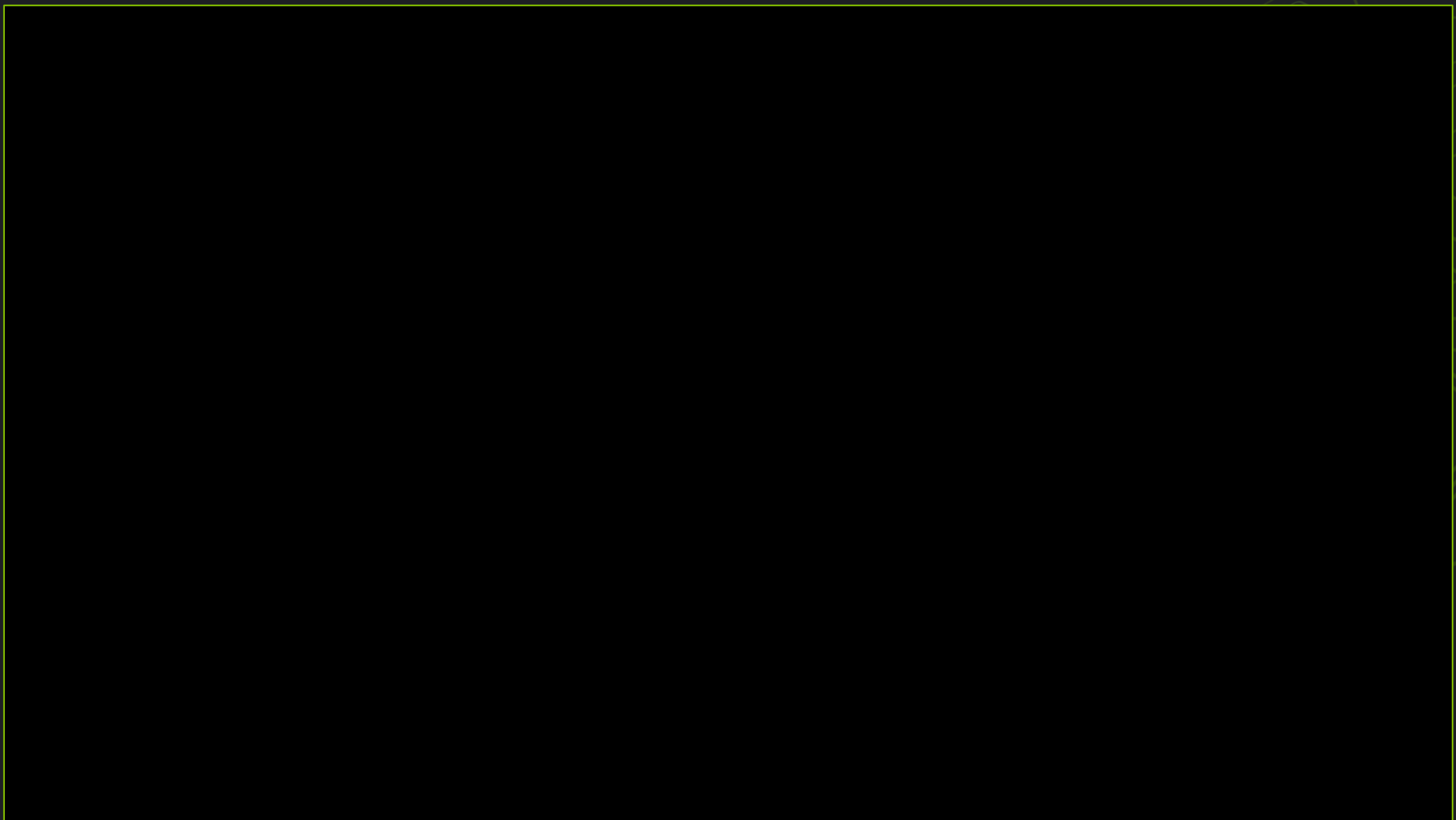
Automation

- Confirmed threat triggers pushed to client ENS & other systems for workflow execution

Response

- Police called & response plans execute in seconds to prevent, minimize harm





Omnilert continues to invest in unique capabilities that ease administrative burdens, remove barriers to constituent engagement and focus on prevention, intelligence & helpful automations.



