Together, We Can Prevent California School Shootings

The Golden State is a national leader in gun safety laws, but school gun violence remains a strong concern. ZeroEyes delivers a proactive A.I. gun detection solution that integrates into existing security cameras to prevent gun-related violence by reducing response times, providing human-verified intelligence and delivering clarity – **ultimately saving lives**.

◎ **ZEROEYES**™

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My experience with Zeroeyes has been tremendous. Their professionalism, their expertise, and their willingness to provide suggestions and advice goes beyond any company I have worked with in the past several years.
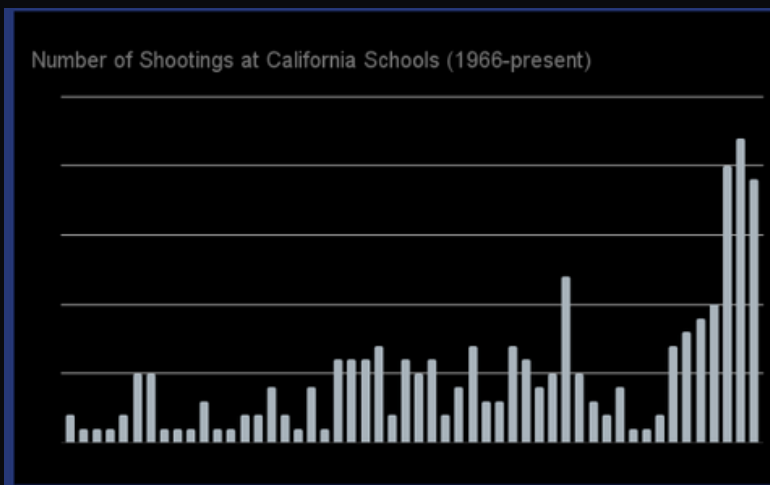
I am blessed to be in a school district that has a Board of Directors truly committed to protecting the students, staff, and guests and they realize how valuable Zeroeyes is. This system is an absolute must have for any school district or commercial business serious about providing the safest environment.

— *Robert K., Chief of Police, South Side Area School District, PA*

Why California Schools Must Prioritize Mass Shooting Prevention

Although mass shootings are statistically rare, the rise in California school shooting events over the past few years can't be ignored—not to mention the effects they have on students and teachers.

According to an EdWeek survey, 6 in 10 teachers say that large-scale school shootings are a key safety concern. And unfortunately, **73% of teachers have said they don't believe their school districts are doing enough to address gun-related violence**.

Number of Shootings at California Schools (1966-present)

Active shooter drills are not enough.

With nearly 55% of educators stating they're ready to leave their profession earlier than planned, it's clear that lack of safety is a big reason schools nationwide are experiencing staff shortages and difficulty recruiting teachers.

Research Shows Teachers Don't Feel Safe at School

63% of K-12 teachers don't believe their schools are prepared for a mass shooter event, despite student and staff trainings for an active shooter event.

60% of teachers say they're worried about a mass shooting happening at their school.

70% of American Federation of Teachers members say the threat of gun violence negatively affects their school's environment.

Gun Violence Impact Radius

California gun violence tears families, communities, and countries apart, causing immediate and lasting damage that can span generations.

PHYSICAL

Loss of life, physical injuries from gunshots or fleeing, scars, and more are tangible results of gun violence.

EMOTIONAL

Increasing instances of anxiety, substance abuse, loss of sleep, focus issues, distrust, and depression.

FINANCIAL

Impacts include student, faculty, and staff turnover, community business closures, real estate price drops, and loss of funding.

COMMUNITY

Decreased participation in activities, slowed community growth, low attendance at school functions, and broken bonds between members.

Choosing the Right Solutions

What School Safety Infrastructure Upgrades Make Sense?

When evaluating your institutional security system, keep in mind that most systems are reactive: alarms go off and people begin running for safety only **after** a crisis occurs. The best security systems are proactive, preventing or identifying potential threats before danger strikes.

While cameras, door blocks, hardened vestibules, window screening and buzzer systems are important and should be upgraded and maintained as a part of a multi-layered security approach, ZeroEyes' A.I. gun detection software is the only solution that detects visible guns and proactively alerts authorities with a threat.

> At KUSD, we have a multilayered security approach that includes the most effective and innovative technologies and resources, and ZeroEyes' platform clearly supports our strategy.
>
> *— Kevin Christoun, Maintenance, Environmental and Safety Manager at Kenosha Unified School District, Wisconsin*

What Should California Schools Look for in an A.I. Gun Detection Technology Vendor?

A solution that uses proprietary, real-world and comprehensive datasets to maintain accuracy, privacy, and security.

A system with a measure to prevent false positives, like human verification.

A system that specializes in gun detection, rather than offering high-risk facial recognition (which has both political and ethical concerns in K12 institutions) or multiple services of questionable quality.

A company that provides immediate warnings and ongoing, real-time data to first responders to help them neutralize the threat, along with real-time collaboration with experts in weaponry and emergency response.

Gun Detection Software Vendors At a Glance

KEY FEATURES AND CONSIDERATIONS	ZEROEYES		OTHER A.I. GUN DETECTION VENDORS	
Integrates to existing security cameras	✔		✔	
Detects and alerts authorized personnel and first responders without false alerts	✔		✖	
Organically developed and proprietary to the company	✔	Proprietary A.I. analytics platform with U.S patent	✖	Some software use open-source code
Non-invasive and protects privacy rights	✔	Our software detects guns and nothing else	✖	Some software use facial recognition or audio recording
Does not include any third-party or open-source data	✔	Hundreds of thousands of live video frames in a reality-based dataset	✖	Some A.I. gun detection models are trained using stock images
In-house, US-veteran verification to prevent false positives	✔	All alerts are verified by our in-house military-trained analysts	✖	No human verification or outsourced to a third-party
Awarded the U.S. Department of Homeland Security SAFETY Act designation	✔	The only video analytics tech to earn the SAFETY Act designation	✖	Not vetted by DHS with a SAFETY Act designation

The ZeroEyes solution was designed to overcome the challenges of privacy concerns and false positive alerts.

We respect and protect privacy rights, which is why our algorithm has been trained to detect guns and nothing else. We never use facial recognition, scanning, audio recording, or other invasive technologies.

To ensure our customers receive zero false positive alerts, all gun detections are verified by military-trained analysts in our ZeroEyes Operation Center.

Additionally, ZeroEyes is the first and only video analytics software of its kind to receive a SAFETY Act Designation from the Department of Homeland Security, meeting the strict criteria established by the DHS. The designation means the DHS has placed its confidence in our technology's effectiveness at detecting guns.

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ZeroEyes Technology Explained

ZeroEyes' A.I. weapons detection platform is one component of an organization's multi-tiered security approach. Our software integrates with an organization's existing camera systems to detect weapons and alert onsite staff, security and local police within 3-5 seconds with real-time, actionable intel.

1

DETECTION

- Algorithm looks for visible firearms only
- No facial detection
- No PII, GDPR, CCPA, FERPA, etc. concerns

2

VISUAL DESCRIPTION

- Keyframe Image
- Timestamp
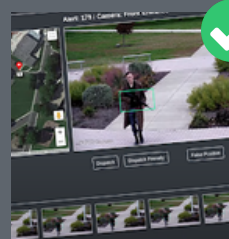- Geolocation

3

HUMAN VERIFICATION

- Manned by US military veterans 24/7/365
- Every gun detection is verified within 1-3 seconds

4

GATHERING INTEL

- Weapon type
- Real-time tracking
- Actionable intel

5

ALERTING

- ZE Client Platform
- Local Emergency Dispatch

100% CAMERA UPTIME

- ZeroEyes monitors your system's operation 24/7/365
- We notify you of network or camera errors at no additional cost

ZEROEYES™

Staying Left of Bang: The ZeroEyes Detection Timeline

Staying "left of bang," or before a shot is fired, is critical to preventing a mass shooting tragedy. It's typical for an active shooter to "prep stage" before entering a building, and in many cases, surveillance cameras show a shooter with a visible gun for 7 minutes on average before shots are fired.

By alerting first responders before shots are fired, you save time and save lives. But remember: "left of bang" security is best implemented as a layer of protection along with "right of bang" solutions.

ZeroEyes Sends Alerts Before Shots Are Fired

:00 SEC

MONITOR anywhere there's a camera with 24/7/365 coverage.

:01 SEC

DETECT guns with actionable visual intel of location & description of perp.

:02 SEC

VERIFY every alert through our human operators to prevent false positives.

:03-05 SEC

ALERT security and first responders of the threat in just 3-5 seconds.

RESPOND

RESPOND to the threat with real-time intel that aids first responders.

PROTECT

PROTECT against an active shooter crisis by reducing response times.

Research Shows:

- In most school shootings the gun is visible for an average of **7 minutes** before shots are fired.*

- Nearly **25% of law enforcement** are injured or killed when engaging an active shooter **without accurate intelligence.**†

*FBI Report Analysis
† FBI Active Shooter Incidents in the United States 2021 Report

The ZeroEyes Difference

24/7/365 verification and dispatch by military-trained analysts for zero false positives.

The only video analytics technology to receive the U.S. DHS SAFETY Act designation.

Exclusive focus on weapons detection to protect privacy.

How ZeroEyes Prevents False Positives

A.I. can do remarkable things, but it can never be 100% accurate on its own. That's why we've built a unique human verification layer into our system.

Our software is trained to be ultra-sensitive, picking up any potential threat of visible firearms. Keyframe images are then sent to our operations center, which is staffed by military veterans who monitor every detection 24/7/365 to prevent false positives.

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How We Protect Privacy Concerns

Our A.I. software is designed solely to detect visible firearms and is incapable of facial recognition. **This is to protect privacy rights and to avoid bias or discriminatory profiling of any kind**.

Additionally, ZeroEyes does not surveil live video feeds and does not collect personally identifiable information (PII). The ZeroEyes Operations Center receives keyframe images that have detected visible gun. Those images are dispatched to first responders and authorities only when we have verified an image of an illegally brandished firearm.

> ZeroEyes does not collect, store, or distribute PII unless it detects an illegally brandished, visible gun that causes a safety emergency—per FERPA law. (34 CFR § 99.31)

Vetted by the Department of Homeland Security

The Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act was enacted by Congress in 2002 to encourage the development and deployment of anti-terrorism technologies by limiting the liability of its developers and sellers.

ZeroEyes is the first and only video analytics software of its kind to receive a SAFETY Act Designation from the Department of Homeland Security (DHS).

This means ZeroEyes' A.I. gun detection software meets the strict criteria established by the DHS, and that the DHS has placed its confidence in our technology's effectiveness at detecting guns.

Make the Most of Your Budget

Some security technologies cost a fortune to implement.

At an average cost of $20-50 per student per year, ZeroEyes is the most economical proactive solution compared to other security measures that require additional staff and don't prevent shootings.

ZeroEyes' A.I. Gun Detection Is a Cost-Effective Solution

	Before First GUNSHOT	During or After First GUNSHOT		After First GUNSHOT	
	ZeroEyes	Concealed Weapons Sensors	Metal Detectors	Acoustic Gunshot Detection	Security Officer
Est. Annual Cost per Detection Point*	$250-600	$100,000	$25,000-100,000	$75,000	$60,000-$80,000 (Annual Salary)
Average Annual Cost per Building	$20,000-$60,000	$435,730	$217,865	$490,196	

*Detection point (entrance/exit, stairwell, etc.) may include more than one camera
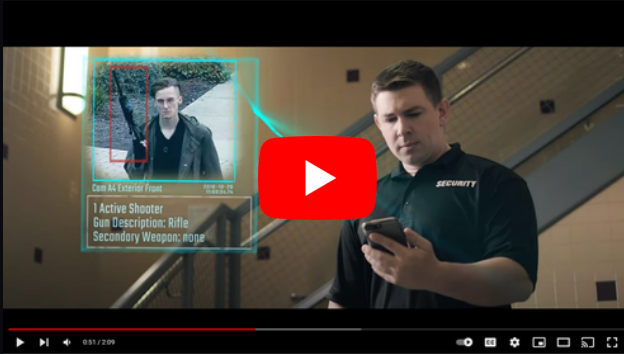
For a solution that's up to 10x cheaper than less effective alternatives, ZeroEyes turns passive cameras into proactive monitoring systems that cover parking lots, stairwells, hallways, and entrances.

Because ZeroEyes is integrated into existing security cameras, there are no expensive, unnecessary and complicated hardware costs to get started.

In fact, for systems under 250 cameras, we can roll out the technology remotely via virtual conferencing. Most installations take anywhere from one to three working days, allowing you to continue school sessions as usual without disruptions.

ZEROEYES™

Getting Started With ZeroEyes

Step #1: Watch These Brief Videos

See Our Solution
In Action:

Watch Customer
Testimonials:

Step #2: Schedule a Consultation

Learn more about how our ZeroEyes' A.I. gun detection solution can help you identify the location of an active shooter, improve response time and situational awareness for first responders, and help keep schools safe.

Contact our California school safety expert, Chris Angarita, today to schedule your consultation: **ChrisAngarita@ZeroEyes.com**

We are committed to providing a safe and secure learning environment for our student body and see ZeroEyes as playing an important role moving forward. When many other well-meaning companies came to us with a sales pitch, ZeroEyes approached us with a solution.

— Jill Lemond, Assistant Superintendent of Safety and School Operations, Oxford Community Schools, MI

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