



# Together, We Can Combat Campus Shootings

**ZeroEyes** delivers a proactive A.I. gun detection solution that integrates into existing security cameras to protect against gun-related violence by reducing response times, providing human-verified intelligence and delivering clarity – ultimately **saving lives.**

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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

# Institutions Need to Prioritize Shooting Prevention

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

## Safety Concerns May Contribute to a Drop in School Enrollment

**57%** of teens are worried about the possibility of a shooting happening at their school.

**63%** of parents of teenagers are worried about a shooting happening at their child's school.

*Data from [Pew Research Center](#)*

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 do not believe their school districts are doing a good job at addressing gun-related violence. Active shooter drills are not enough.

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

# Research Shows Teachers Do Not Feel Safe At School

**63%**

of K-12 teachers do not believe their schools are prepared for a mass shooter event, despite student and staff training\*

**60%**

of teachers worry a mass shooting will happen in their school. †

**70%**

of American Federation of Teachers members say the threat of gun violence affects their school's environment.\*

*\*American Federation of Teachers 2022 Report  
†National Education Association Survey*

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



# Choosing the Right Solutions

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 and layered, preventing or identifying potential threats before danger strikes.

Cameras, door blocks, hardened areas, window screening and buzzer systems 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.

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

- 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 VENDORS
Detects and alerts authorized personnel and first responders	✓	✓
Organically developed and proprietary to the company	✓	✗
Non-invasive and protects privacy rights	✓	✗
Does not include any third-party or open-source data	✓	✗
In-house, US-veteran verification to prevent false positives	✓	✗
Awarded the U.S. Department of Homeland Security SAFETY Act designation	✓	✗
Works with existing security cameras	✓	✗

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 reduce or eliminate 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.

# 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

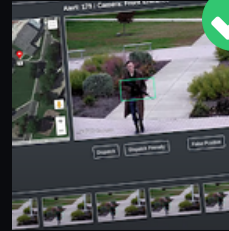
## HUMAN VERIFICATION



- Manned by US military veterans 24/7/365
- Every gun detection is verified within 3-5 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

# 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. *Remember: Multi-layered solutions are recommended by experts and authorities.*

## ZeroEyes Sends Alerts Before Shots Are Fired

**:00 SEC**



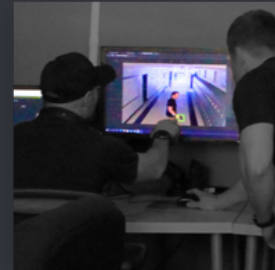
**MONITOR**  
anywhere there's a camera with 24/7/365 coverage.

**: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.



# How ZeroEyes Drastically Reduces or Even 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 extremely accurate in a variety of conditions, lighting, and weather—picking up any potential threat of brandished guns. Keyframe images are sent to our operations centers, which are US-based and staffed by military veterans who monitor every detection 24/7/365.

## 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



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



Exclusive focus on weapons detection to protect privacy.



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

# How We Protect Privacy Concerns

Our A.I. software is designed solely to detect visible firearms without facial recognition. This protects privacy rights and avoids bias or discriminatory profiling of any kind.



ZeroEyes does not surveil live video feeds and does not collect personally identifiable information (PII). The ZeroEyes Operations Center receives individual keyframe images that detect a 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).**

ZeroEyes' A.I. gun detection software meets the strict criteria established by the DHS, and the Department of Homeland Security 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, staff, and maintain.

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
	<b>ZeroEyes</b>	<b>Concealed Weapons Sensors</b>	<b>Metal Detectors</b>	<b>Acoustic Gunshot Detection</b> <b>Security Officer</b>
Est. Annual Cost per Detection Point*	<b>\$250-600</b>	<b>\$100,000</b>	<b>\$25,000- 100,000</b>	<b>\$75,000</b> <b>\$60,000- \$80,000</b>
Average Annual Cost per Building	<b>\$20,000- \$60,000</b>	<b>\$435,730</b>	<b>\$217,865</b>	<b>\$490,196</b> <b>(Annual Salary)</b>

\*Detection point (entrance/exit, stairwell, etc.) may include more than one camera

ZeroEyes turns passive cameras into proactive monitoring systems that cover parking lots, stairwells, hallways, and entrances for less than one-third of other options.

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

In fact, most installations only take a few working days, allowing you to continue school sessions as usual without disruptions.

# Get Started with ZeroEyes

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 your schools safe.

Speak with an expert in your state today.

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.

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

