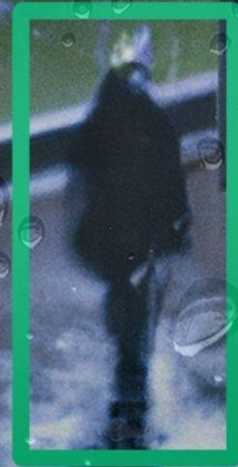




Sales Playbook

Master AI for the Mass Market



- Sales Tools
- Video Links
- Use Cases

Issue Q12023

Page 1 of 1: Introduction
Read Time: 30 Seconds
Word Count: 189

Welcome! Thank you for becoming a **Camect Pro Dealer** Partner.

This sales guide will help you sell the Camect Smart Camera Hub solution to your commercial and residential customers. No doubt your customers trust and rely on you to bring them the best service solutions for their growing security needs. We are proud to be your premiere AI solution to end false alerts, and improve customer satisfaction.

Each section is hyper linked for fast & simple readability. As always please let your Camect representative know if you have additional questions or needs not found in this guide.

Additional helpful Camect resources include:

- [Video library @Camect on Youtube](#)
- Email support@camect.com
- [Camect User Forum](#)
- [Quick Start Guide](#)
- [Technical "Learn More" Guide](#)
- Spec Sheet: [24MP](#) and [Rugged](#)

For instant updates, please follow us on social media. Our global engineering team is the most innovative in the industry with frequent new features, benefits and app updates.

- [LinkedIn](#)
- [Facebook](#)
- [Leafwire](#)
- [Sign-Up for Camect Monthly Newsletter](#)

Team Camect is excited to help you grow your revenue and increase your customer satisfaction. Good luck out there, stay safe and stay in touch!

Page 2	Introduction
Page 3	Table of Contents
Page 4	Sales Guide Overview
Page 5	Instructions
Page 6	Camect At-A-Glance
Page 7	Begin Expanded Content
Page 8-9	What Camect IS
Page 10-11	What Camect Is Not
Page 12-13	The Camect Alert Difference
Page 14	Don't Oversell Camect
Page 15	Overcoming Customer Barriers
Page 16	Sales Tips: Commercial Customers
Page 17-19	Sales Tips: Residential Customers
Page 20-21	Make Video Doorbells Useful
Page 22	Camect Vision & Values
Page 23	VIDEO: Camect Detection Highlight Reel

But Wait, There's More!

Follow these useful external links for additional & advanced information.

[Camect Installation & Set Up Guide](#)

[Advanced Technical Tips](#)

[Video Support: Troubleshooting Camect Devices](#)

[Sell Sheets: Camect Smart Camera Hub](#)

[Sell Sheet: Rugged Unit](#)

Page 1 of 1: Camect Overview

Page Read Time: 2 minutes

Word Count: 234

Camect solves the *mass market* issue of alert exhaustion.

- Eliminates nearly ALL nuisance alerts for commercial & residential customers
- No rip & replace - Camect is compatible most ONVIF & RTSP cameras
- Open API enables integrations with monitoring centers & security panels
- Camect supports your bottom line with fresh, new RMR stream

When you solve the #1 problem of false alerts, you can also resolve substantial business issues. Eliminating false alerts improves customer satisfaction, stickiness, and referrals. It also contributes to a rewarding employee experience, team retention and more.

- **Employee** satisfaction ebbs and flows based on customer satisfaction
- A 10% increase in customer retention can **increase company value by 30%**
- New customer growth can be **25x more \$** than retaining current customers

Nuisance, or false, alerts contain content deemed useless. This includes small animals, bugs, weather or shadows. With thousands of alerts generated per day per camera, only 2% are now considered relevant. Over 98% of all alerts generated are considered false. It has become unrealistic and unsustainable to expect a human to filter through these alerts without help. Camect is that help. The powerful AI, unrivaled in the industry, suppresses non-beneficial alerts saving you time and making you money.

The expense of false alerts has a damaging impact on your bottom line and your customer satisfaction. With Camect acting as AI eyes, suppressing or escalating alerts properly, no one wastes time reviewing pointless data, there are no angry customers awoken at 2am by raccoon alert, nor command center fatigue.

Page 1 of 1: At-A-Glance Instructions
Total Read Time: 15 seconds
Word Count: 66

The following at-a-glance was created to help answer any quick questions about Camect. This could be valuable for all sales team members as well as customer service, support staff or anyone who may be asked about video security alert solutions.

Feel free to download the individual Camect At-A-Glance page [HERE](#). It can be very handy to have instant, printed access copies available for customer support, service and order fulfillment teams.

- What Does Camect Do?**
 - Camect uses Superior AI to Eliminate Near 99% of All False Alerts
 - Saves Users Time & Money by Preventing Disruption & Improving Focus
 - Protects Data by Storing Content at the Edge, Not in the Cloud
- What Is Camect?**
 - Gateway to Alerts and Video Monitoring
 - Profoundly Smart AI for Accurate Security Detections
- How Are Camect Alerts Different?**
 - Smart Camect Hub Delivers Proactive Alert content, not Reactive
 - Mission Critical Alerts are Unmissable with Bounding Box Around Detection
 - Areas of Concern are Able to Clearly Masked for Specific Attention
 - Live Events are Transmitted in Real Time, Eliminating Search & Playback
- What Features Make Camect Detection Superior?**
 - Control Alert Content: Chose Alerts by Object,
 - Person, Delivery by Logo, Dangerous Animals & more
 - Choose Alerts Time and Location
 - Only 1 megapixel Needed to Process Analytics
 - Unrivaled Identification Accuracy Rate of nearly 99%
 - Advanced Machine Learning Evolves with User to Auto Suppress Alerts
- How Does Camect Work?**
 - Camect is compatible with almost all ONVIF & RTSP Cameras
 - One Hub Connects Multiple Cameras
 - Installation Can Be Connect to Network & Plug-n-Play
- What Products & Services Does Camect Offer?**
 - Camect Smart Camera Hub is available in 3 Sizes 24MP, 60MP, 96MP
 - Camect Rugged Unit Can Withstand Temperatures of -20F to 140F
 - Camect Offers Two Service Packages
 - Pro - Local alerts and advanced features
 - Pro + Monitoring= integrations to professional monitor integrations
 - Camect In Integrated with Nearly All Major Monitoring Platforms
- How Can I Reach Camect Support?**
 - Technical Support Videos can be found on [youtube.com/@Camect](https://www.youtube.com/@Camect)
 - Reach Camect support by emailing support@camect.com

Page 1 of 1:	Content
Total Read Time:	5 seconds
Word Count:	34

The rest of this guide follows the main points found on the at-a-glance one pager. Please see expanded content to offer a more in depth explanation of the unique selling proposition found in Camect.

Page 1 of 2: What Camect IS

Page Read Time: 60 seconds

Word Count: 190

What Camect Is

The **Camect Smart Camect Hub** offers end users, command centers, and central stations **Complete Video Security Alert Control** to solve the #1 problem all video security users have; False Alerts.

- **Ends False Alerts**
 - A false alert is any alert deemed unhelpful, useless or incorrect
 - False alerts account for 98% of all alerts generated
 - Camect suppresses useless noise, transmitting alerts deemed useful
- **Detects Critical Objects Using AI Powered Object Detection**
 - Objects are defined as Critical by the user
 - Only desired alerts are transmitted, all others are suppressed
 - Artificial Intelligence prevents human exhaustion
- **Protects User Privacy**
 - Camect data is stored on the edge, on premises, not in a cloud
 - There is no risk of the business or residential data being hacked
- **Restores Sanity**
 - When you are talking to your customers about Camect, think about all of the time they will get back in their day, and night, by no longer checking pointless alerts.
 - The most troubling alerts occur between 1am and 5am as they are often triggered by nature, or is it a criminal? With Camect they know they only receive an alert if it is mission critical.



Deer Detected.
(Sleep through the night.
Camect Won't Send This Alert)



Person Detected.
WAKE UP
Camect Will Send This Alert
[Return to Table of Contents](#) 8

Page 2 of 2: What Camect Is

Page Read Time: 90 seconds

Word Count: 301

What Camect Is - Continued:

The Camect Smart Camera Hub has completely transformed the speed and accuracy of how critical information is received. Using the power of AI and ML, Camect Alerts are sent the instant an object is detected within a masked or learned perimeter. This means an alert is sent the instant an intruder breaches the zone. Thus generating time to engage preventive action such as live audio talk down, on-site security notification or a call to police, [before](#) a crime is able to take place.

Every industry evolves to accommodate the growing needs of a developing society. The alarm industry is no different. Take for example PIR motion detectors. While these have improved over the years, they are none-the-less blind, and quite bluntly the root cause of most false alarm issues. Because PIR motion detectors are unable to identify the data, a blind notification is transmitted, which generates work from the team to identify a real threat, versus a moth.

As a Camect Pro Dealer Partner you are now able to offer your customer so much more than just criminal protection. The Camect Smart Camect Hub offers plenty of possibilities for Value Added Services to your customers.

- What if you could give the fast food franchise a report on animals or mice around/in the building prior to it being a health concern?
- Does building maintenance in your mixed use building or school care about certain things in order to be proactive for their tenants versus reactive?
- Roof top visibility brings forward safety concerns for college campuses and civic protection for early person detection on a roof. Could be a scouting sniper or a mental health crisis.
- Know that alerts do not make your customers safer. They only have a chance to be protected with an expedited response to a threat.

Page 1 of 2: What Camect Is NOT

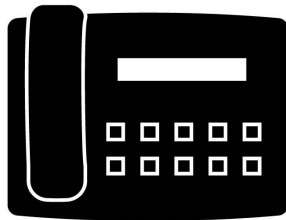
Page Read Time: 45 seconds

Word Count: 137

What Camect Is NOT

Camect does not make your customer safer. Security alerts are *only as effective* as the response to them. This is why speed of alert delivery and accuracy of alert data is essential in modern crime prevention.

For example, an antiquated video alert system offering playback of a critical event is as effective as a telephone answering machine containing an urgent voicemail.



You have one unread message from 4 hours ago:

“Help someone here trying to break in!

Please help!”

The duration of time between when the event happens, the alert is transmitted, then watched, assessed and responded can be the difference between destruction and prevention.

Having Camect installed as the intelligence for your security system is the equivalent of having your phone answered live only when there is an incoming urgent call.

Page 2 of 2: What Camect Is NOT
Page Read Time: 45 seconds
Word Count: 110

What Camect Is NOT

With nearly 1 billion active surveillance cameras in the market today the amount of content being transmitted in the form of “alert” is nearly incomprehensible. Not only because of the massive volume of alerts but because 98% of them are pointless. Millions of signals are bombarding your customers with useless information – and you can stop it from happening. Unfortunately millions of businesses* are currently functioning, from a safety standpoint, no differently than the urgent voicemail example. Wasted energy, time and money.

You can help your customer make better business decisions, keep employees properly aware of their surroundings, and protect their inventory from vandals and theft.

*More video surveillance systems have been installed for businesses, governments, and citizens to help deter and catch those involved in criminal or unwanted activity. From 2015 to 2018, the number of installed surveillance cameras grew nearly 50 percent, from 47 to 70 million, in the United States. Surveillance camera installations are expected to grow from 70 million in 2018 to about 85 million cameras in the United States by 2021, an increase of about 21 percent.¹⁴ Cameras with enhanced software at a traffic light can alert police to the movement of a stolen vehicle.¹⁵ Store owners can also use information from security cameras for security purposes and for business analytics about their shoppers’ age, sex, and the time of their visit.¹⁶

Camect Does Not Do Facial Recognition

Privacy is one of the foundational values of Camect. With facial recognition, data is usually read by matching it against comparative data from a third party database. Quite simply this which means your data is exposed and no longer private. Camect identifies specific objects of interest without collecting your data. Under no circumstances will Camect share your data, you can, but we will not. Your data remains in your control and private.

Page 1 of 2: The Camect Alert Difference
Page Read Time: 60 seconds
Word Count: 213

The Camect Alert Difference

"I have tried AI and it doesn't work."

If your customer is resistant to AI, perhaps claiming they know it doesn't work (we used to hear this all the time) we encourage you to let them know *Not all AI is Created Equal*. As with most things, experience will be your best teacher. Feel free to test another AI detection platform that competes with Camect. When you do, you will likely find the conditions of use, the lackluster results, and high error ratings alone will sell them on Camect. We have an unrivaled accuracy rating along with the following benefits:

- Camect is compatible with nearly all ONVIF & RTSP cameras
 - Many competitors require you to use their cameras
- Ease of installation of Camect wins everytime
 - No wires, holes, no new devices needed
- "It just works"
 - We hear this from countless customers
- Camect is also priced and licensed PER HUB, not per camera
 - There are no hidden fees or cost drainage
 - You can offer more value for less money while making more RMR

Helping your customer make a better buying decision by choosing to add Camect to the suite of services you offer will resolve their #1 issue, save them time and money, with a positive contribution to your bottom line.

Page 2 of 2: The Camect Alert Difference

Page Read Time: 60 seconds

Word Count: 134

The Camect Alert Difference – Continued

Here are some examples to help your customer make the financially smart decision to upgrade with Camect.

Protect Their Insurance Rate:

- Cost control is critical for any business especially SMB.
- Insurance fine print can include coverage only applied during working business hours. This means if the business is vandalized or robbed after hours, they might not be covered.
- The incremental addition of Camect, regardless of coverage can help protect, and often lower, their insurance rate

Prevent Disruption:

- Camera Agnostic: Works with nearly all ONVIF & RTSP cameras
- Priced for Security Dealer success
- Affordable solution to both commercial and residential customers

Conveniently access Camect Alerts

- Access Alerts from anywhere in the world, anytime
 - Web browser log-in
 - App
 - Device Portal
- Share alerts with friends, family or law enforcement
- NOTE: Share your alerts with whomever you choose, knowing that Camect will never share your data with anyone.

Page 1 of 1: Don't Oversell Camect
Page Read Time: 60 seconds
Word Count: 140

No Need to Oversell Camect

For example, Camect is NOT a VMS. Camect works *with* existing enterprise Video Management Systems, it does not replace them.

If you have a customer with a VMS the best way to extend the reliable accuracy of Camect detection is to connect Camect only to the cameras they deem "problematic".

- Areas prone to false alert areas such by a motion detector light, unreachable to clear spider webs or wasp nests,
- Existing cameras placed in a critical area able to elevate awareness for employees, inventory or facility structure, such as cell tower or substation.
- Busy backgrounds, common HELP

Remember, multiple cameras are able to connect to one Camect Smart Camect Hub. Enabling Camect to resolve issues on a location by location basis for a VMS user will have a profound impact on the volume of alert traffic they receive.

Page 1 of 1: Overcoming Common Customer Barriers
Page Read Time: 60 seconds
Word Count: 140

Overcoming Common Customer Barriers

“Why should I pay more to solve your problem? I hired your company to give me the best system. Maybe I should go somewhere else.”

- When your system was installed Camect was not available. Had it, I would have highly recommended it.
- Like any industry the security industry is constantly evolving to elevate as the market shifts.
- To end the problem of your alerts have tested Camect and can personally vouch for the quality and accuracy.

“I thought the new cameras I recently installed had AI. Did you sell me a junk camera?”

- Not all AI is created equal.
- Think of Camect as an upgrade to your existing AI.

Page 1 of 1: Selling To Commercial Customers

Page Read Time: 62 seconds

Word Count: 256

Selling to Commercial Customers:

Your commercial customers are busy. Hiring is hard. Staff and customer retention is increasingly complicated. Competitors are as hungry to gobble up their business, and likely yours. Positioning the benefits of the **Camect Smart Camera Hub** as a *time saving solution* for commercial customers can help upgrade, and earn their business.

Top Three Key Benefits for Commercial Customers:

1. Ends Blind Alarms - *improving focus by eliminating distractions*
2. Extends Perimeter - *elevating awareness is key to crime prevention*
3. Visual Verification - *no need to send manual resources to vet alert*

Overcoming Common Barriers

"I've tried AI. It doesn't work. AI over promises and doesn't deliver."

- Not all AI is created equal
- Just like not all "TV"s or camera resolution is the same, neither is AI
- Of all AI devices out there, Camect is unrivaled in accuracy & reliability

"I could see this work for SMB or residential, but not for my enterprise needs."

- Security needs vary based on location, traffic and risk. Camect scales across common and unique circumstances with simple set-up and use
- Simple camera specific customization of alerts
- ONVIF & RTSP stream compatible, priced for mass market solutions

"Can we use you as an NVR or integrate Camect with our existing VMS?"

- Think of Camect as a supplement to your current system
- Camect is not meant to replace, it makes what you have *better*
- With an open API the Camect innovation team welcomes advanced discussions to create a harmonious, cost effective analytic solution

Think outside of the box! Camect scales across countless applications

Page 1 of 3: Selling To Residential Customers

Page Read Time: 20 seconds

Word Count: 189

Selling to Residential Customers:

Frustrated residential customers are an internal drain on sales and customer service resources. The ridiculous abundance of false alerts your customers likely endure, on top of the fines, fatigue and irritation, are about to end. They will swear you hung the moon once they experience the benefits of no more annoying, useless alerts. Camect has been called “A miracle”.

Think about applying the Camect Smart Camera Hub with a more broad application than “just crime”. Camect boosts detection of pets, provides early perimeter detection to raise awareness for porch piracy and helps alert when people come and go. This is especially helpful for working parents with unattended kids, or adults caring for aging parents. Knowing who comes and goes, when and with who is comforting.

Top Three Key Benefits for Residential Customers:

1. Eliminates Random Motion Alerts – from weather, small animals, shadows, lights, etc. Impressive in low lighting. Excellent for cabins, tool sheds & more
2. Extends Perimeter – *elevating awareness is key to crime prevention*
3. More Privacy and Control – Private data is stored in their device, not in a cloud. It is unhackable, controllable and empowering

Page 2 of 3: Selling To Residential Customers
Page Read Time: 62 seconds
Word Count: 231

Overcoming Common Barriers (continued)

"I pay too much for my alarm and get alerts. You want me to pay more?"

- Camect offers state-of-the-art control over their alerts and privacy
- The time and sanity saved knowing family, assets and property are protected without useless distraction is nearly priceless
- Technology is ever evolving. This is the best solution for your needs

"I have a home monitoring service with live agents. I don't need this."

- Which means you are probably limited to only a certain number of alerts. And you have probably experienced fines and fees from false positives. Camect can eliminate those charges.
- Camect ensures the only alerts that are responded to are mission critical alerts

"I don't install many surveillance solutions. Might be easier to stick with a simple system."

- How long does "simple" actually stay "simple"? Blind alarms, false positives, will end up complicating work flow and draining internal resources
- Think of a blind alarm like a landline and a video camera alarm system like a smartphone. Alarm technology has been elevated to nearly eliminate the need, hassle and expense of blind alarms. The range, coverage and usability of a video camera alarm system with camect is the most effective, reliable and easy to use.
- Camect Smart Camera Hub is easy to install, with no need for expensive or fancy cameras. It is as close to plug-n-play as we can get.

Page 3 of 3: Selling To Residential Customers

Page Read Time: 30 seconds

Word Count: 134

Residential Customers Also Have Said This:

"My dog lets me know whenever someone gets near my house or the mail carrier leaves a package."

- Our Answer: I love my dog too, but smart and accurate alerts can give you peace of mind when you are not at home.

"I don't want to be monitored."

- Our Answer: You can pick what object your Camect system looks for. You can turn off person detection and still know when a package arrives or when the unwanted visitor shows up on your property.

"I tried XYZ, and I got too many false alerts already."

- Our Answer: Most cameras and systems provide generic 'motion detected' notifications or false alerts for trees, insects, and weather. Camect uses advanced local AI with superior accuracy and non-cloud-based analytics

Think outside of the box! Camect scales across countless applications

Page 1 of 2: Make Video Doorbells Useful
Page Read Time: 60 seconds
Word Count: 204

Make Video Doorbells Actually Useful

Sure, your customer already has a video doorbell. So why do they need yet another service on top of it? Well, just like we put sugar in our coffee to make it tasty, and butter on our bread and music into the air, many things are made better when combined with something else.

Camect offers instant enhancement so video camera doorbells stop being annoying and start being effective. And by that we also mean “cost effective”. Too often the AI “built” into an affordable camera is very baseline. Customers are bombarded with alerts to the extent the device is often just turned off. By enhancing their existing camera with the superior intelligence of Camect AI they don’t need to replace their camera or suffer through alert fatigue.

The Camect Smart Camera Hub, with easy plug-n-play installation, also takes alerts out of the cloud for an added layer of cyber security protection.

Top Three Customer Benefits of Camect to Video Doorbells:

1. End useless false alerts – restore sanity, focus and family time
2. Make your existing video doorbell “smart” with state-of-the-art AI
3. Elevate data privacy by keeping your information off the cloud. Camect data is stored in your control at the edge.

Page 2 of 2: Make Video Doorbells Useful
Page Read Time: 60 seconds
Word Count: 204

Overcoming Common Barriers

"I don't have time or bandwidth to learn a new system."

It is not unreasonable to add up all the time you don't know you are spending fielding false alerts and realize you will get time back in your day with Camect. The interface is user friendly, and intuitive. Machine learning starts to "know you" and will adjust automatically as it learns your preferences.

"I already pay XYZ for my current system. Why would I pay more?"

What is your time worth? The system you have now is decent if you have the time, energy and bandwidth to respond to alerts during every storm, from every critter and bug. The cost of Camect pales in comparison to the value the AI will bring to you and your family.

"I am happy with my alerts. I get notified everytime someone comes to my door."

And probably notified every time a squirrel runs by, a spider crawls on the lens, or it rains? Camect not only tells you that someone is at your door but also lets you know if it is a delivery by company logo. This includes Amazon, FedEx, USPS, Ups and more. You are also sent live clips, not a notification you have to review. This is critically helpful in the event that someone picks up the package that was just dropped off. Porch piracy is a top concern for homeowners nationwide.



Camect exists to prevent time from being wasted by people who interface at any level with security cameras. This includes installers, dealers, integrators, command centers, monitoring agents and end users.

The Camect philosophy works from the inside out. We stay focused on WHY we exist as we drive innovation, features and purpose forward.

- **WHY:** We believe time is the most valuable currency.
- **HOW:** Camect protects time by adding superior artificial intelligence to almost every security camera in the market today.
- **WHAT:** In making security cameras instantly smart, Camect eliminates, with almost 100% near certainty useless, distracting and expensive security alerts while improving operational efficiency for security industry professionals.

Camect was founded in 2018 by two former Google computer engineers who realized they shared the same annoying problem. Their security cameras weren't "smart". Without interest in replacing their new, existing cameras they set out to elevate all security cameras everywhere with a "smart" enhancement. The name Camect is the combination of "camera" and "connect". The state of the art device they created is the **Camect Smart Camera Hub**. Now sold worldwide.

<https://youtu.be/dlw9hql6gXg>



Thank you for your time. Please contact your Camect Sales Representative or message us at Hello@camect.com with any further questions or comments.

Content subject to change based on continuous company updates.

All rights reserved. No part of this publication may be reproduced without the prior approval of Camect.

Publish Date Q1 2023