

# THE NOT SO REGULAR CHRONICLE

## ITCONTINGENCY LLC

### THE JULY UPDATE

Hello All! Welcome back! Surprise, surprise, it has only been just over a month since our last update!

Lets start with our marketing outreach. As we have begun raising our profile, we have designed a press kit that is available to accredited press members.

We have redesigned our website to reflect the market

expectations for our business space. This was also an opportunity to include a price estimator on the site which allows prospective customer to get an idea of what our systems would cost them. In the disclaimer, we have been careful to mention that this is only a rough estimate.

On the commercial side, we will be installing our first system outside of Florida in a private school in Manhattan, New York. We are confident this new customer will lead to many more over the next months!

Our integrated detection and notification Simpliot system is quite unique and we now have some awesome new capabilities! No more searching a DVR for evidence of who the assailant is. Upon



detection of a firearm, the system begins capturing still images. These still images will begin to display on the Command &

Control interface. The images can also be automatically E-mailed directly to an E-mail distribution group within seconds.

Many of our customers do not need the firearm detectors switched-on permanently. During non-business hours, when nobody should be on the premises, the system can be switched to People Detection and act as an alarm system for our customers.

The Simpliot CITADEL and the EWS Core components now have automated status

### [WWW.TMCNET.COM](http://www.tmcnet.com)

Rich Tehrani, a veteran tech industry blogger, recently wrote a piece on our company and technology:

<http://blog.tmcnet.com/blog/rich-tehrani/security/secure-your-organization-with-itcontingency.html>

In a recent article on AI detection, Rich referenced that piece and said, "We broke the news recently about ITContingency using AI to detect guns and the feedback to this story was incredible." This was great feedback on the posting. It is also very interesting to note that Rich's opinion on the AI detection sector is, "The market is now heating up." To us this is excellent news, as you never want to be alone in a space, because if you are, it could be a red flag. Having competitors is a sign of a growing market for our solutions.

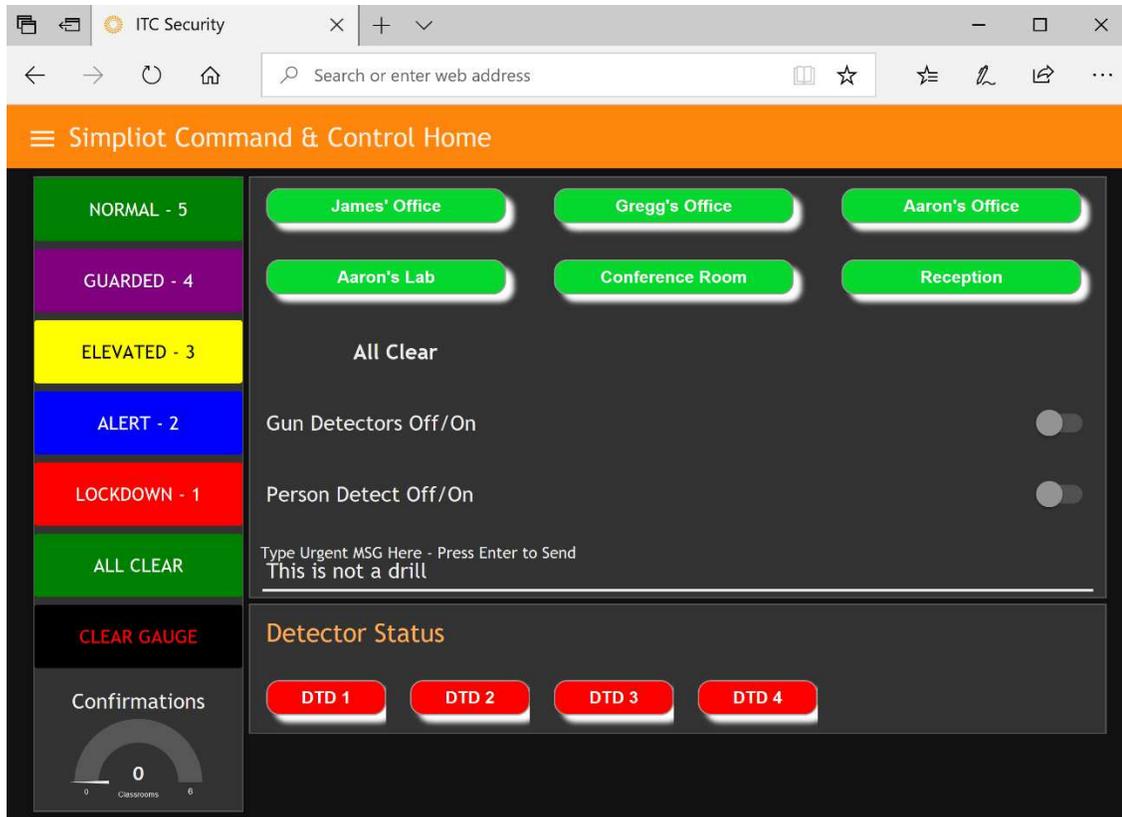
We are getting to know our competitors and have yet to come across a company that offers a fully integrated, advanced, reasonably priced security solution. **We are Excited!!!**

monitoring functionality built in. Our monitoring solution is integrated into the Command & Control interface where it displays in real-time the availability of all system devices and

their corresponding services across the network.

As mentioned in the last update, we will be starting our "B" round of financing shortly.

We strongly believe that the AI security space is gathering momentum and want to make sure we take full advantage of the ground swell!



The Team

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