



The history of ITC goes back to when company co-founders James Woodyatt (CEO) and Aaron McKay (CTO) set out to help a school in Miami with IT problems post Hurricane Irma. They quickly realized that the biggest issue at the school was the lack of an intuitive, school wide emergency lockdown solution. As industry veterans, they were surprised that no integrated solution was available in the market, and any existing stand-alone solution was just too expensive. They both knew that using their expertise they could leverage new and exciting AI and IoT technologies to deliver an advanced, integrated and reasonably priced security solution.

The tragic events at Marjory Stoneman Douglas High School happened and really hit close to home. As South Florida parents, it was clear to James and Aaron that they had to move fast and create an advanced, integrated, and reasonably priced security solution. The core Simpliot system was thus developed and tested with direct input from schools.



The system is composed of a detection side called Simpliot CITADEL and a notification side, the EWS Core (Emergency Warning System). The EWS Core is lightning fast and provides users detailed Command and Control capabilities. The CITADEL system uses Artificial Intelligence based video camera detection to provide a perimeter and common-area detection system. The entire ecosystem enables video cameras to go from being passive devices to active tools, detecting firearms and other objects, as well as reading license plates and employing facial recognition. Once a threat is detected, users can notify an entire campus or building with an alert from the Simpliot EWS system, images of the assailant are emailed and the system provides a follow the gun on a floor plan capability. The system is pick and choose and can be custom tailored so that clients can install what they want and leave out what they do not need.



James and Aaron are proud that ITC is now able to deliver cost-effective, advanced security systems designed to mitigate threats to schools, universities, places of worship, hospitals, transportation hubs, arenas, and potentially any other facility. Within ITC, there is strong belief that now is the time to take security to the next level and deliver advanced, affordable and integrated security solutions to address ever changing threats. The cornerstone of ITC's corporate culture is the pursuit of and emphasis on alliances and long-term relationships with a strong belief in *communitas* (a collaborative process between staff and clients).

As new technologies continue to come online in the security industry (worth more than \$50 billion and growing), ITC will ensure that these advanced systems remain affordable. ITC is taking a proactive approach to developing security solutions. At the end of the day, the safety and well-being of children, families and communities is their highest priority.