

# Protect your customer experience with a GLANCE ACCESS SOLUTION!

**Blue Line Technology** has developed a facial recognition software platform that creates a valuable virtual security resource. **First Line™**, our premier facial recognition application, has an “**unknown**” designation that locks out potential assailants that have their faces concealed. Businesses with late-night shifts can now achieve a significant added layer of security.

The system can be synced with door locks at multiple entrances. As a person approaches the entrance, they must have their face visible to gain access, just as if a guard was standing watch!



## BENEFITS

- Deters all crime, especially violent crime
- Masked assailants will not be able to enter
- Captures subject's face on the move
- Increased safety of employees and other patrons
- Creates a virtual "security guard" on every door
- Establishments can share databases of assailants
- Interface with existing security infrastructure
- Fast, accurate, and highly reliable
- Increase employee retention
- Customers feel safer

*"The Blue Line solution in a retail environment provides a feeling of safety to customers and employees. The overall design at the entrance before the experience deters undesirable behavior. The benefit of using the face as the key to unlock a door is it reminds those with ill intentions that being caught is highly likely and not worth the risk"*

– Dr. Daniel Isom, Criminologist and Exec Dir REJIS

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## ALIGNS SECURITY OBJECTIVES

**Easy to Use Interface** allows user to add, store, and edit data both directly on the unit and through a seamless web interface.

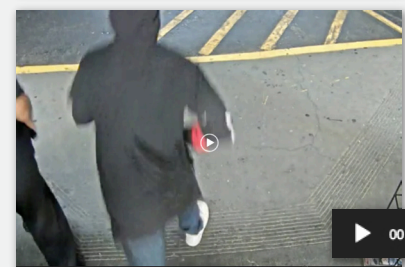
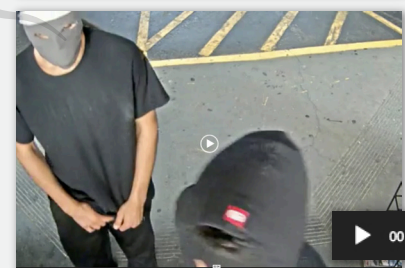
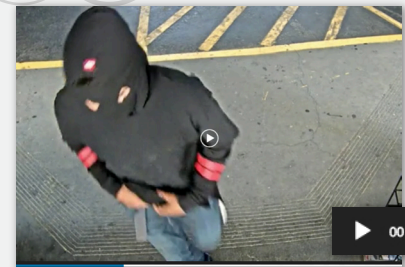
**Prevention and Immediate Detection** of both external and internal threats

**Access Control** for any secured areas in which greater control is desired

**Concierge Service** capabilities offer greeting and rewards programs for specific customers

## 90% of robberies occur with masked assailant:

Actual footage grabs from prevented armed robbery at AM/PM market, Yakima, WA



"I was looking for a solution that was more proactive for my patrons and employees. The BL solution prevented me from being robbed and potentially killed. I am so glad I invested in this solution and it proved a huge value last night".

– Kush Hans, Owner of AM/PM in Yakima, WA

## Key Performance Reviews from 3-year case study

### KPI RESULTS

- 0 (Zero) equipment failures
- 0 Reported robberies
- 95% reduction in Police Service calls
- <50% reduction in Shoplifting theft
- Very high customer satisfaction
- Sales increase per transaction
- Very high employee

### ADDRESSING PRIVACY CONCERNS

Ever sensitive to privacy concerns, Blue Line Technology has developed a solution that assures the privacy of the individuals.

1. Analytics are completed on a local drive
2. Names are not associated with recognition
3. Data base is controlled by the customer
4. Data can be destroyed every 24 hours

### FEATURES OF THE VIRTUAL GUARD

**Kind Greeting:** Greets your customer and advises them to glance at camera for entry.

**Opens the Door:** Upon seeing a face the door actuates for easy uninterrupted entry.

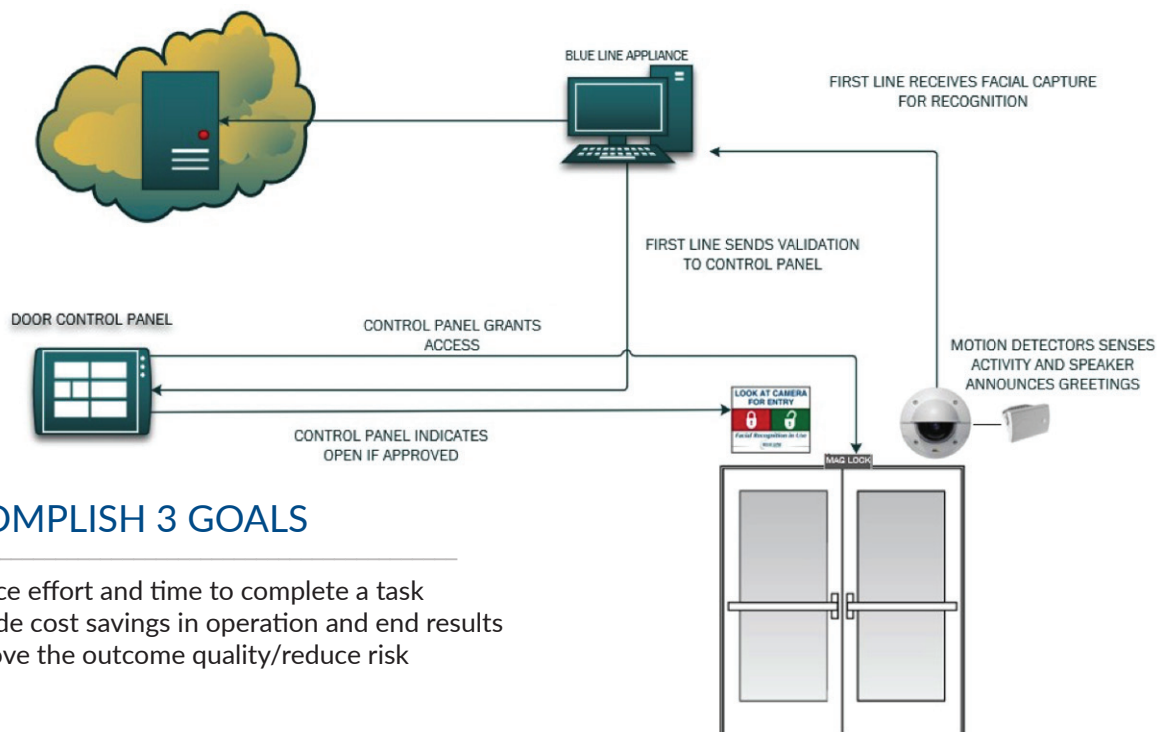
**Notifications:** Provides on-site monitoring, emails, text messaging including camera location, name, notes, and photos of the alert.

**Monitor and Remembers Alerts:** Remembers any face you want and provides playback video feature with a single click.

**Prevention and immediate Detection:** Provides would-be robbers a subtle clue that they will most likely be caught if they decide to commit a crime.

**Functionality:** Works with existing access control and maglock/door strike manufactures.

**Enhanced Camera Features:** Axis Communications Forensic Capture and Lightfinder handle complex lighting conditions



### ACCOMPLISH 3 GOALS

1. Reduce effort and time to complete a task
2. Provide cost savings in operation and end results
3. Improve the outcome quality/reduce risk

The Award Winning\*, **FIRST LINE** Facial Recognition solution was developed by a team of law enforcement professionals, computational scientists and business professionals that can help formulate the best solution



**A solution that serves the community, the employees and the customer**

\* Department Award of Excellence, Metropolitan Police Department, City of St. Louis