



FOR IMMEDIATE RELEASE:

FOX 2 News highlights Blue Line Technology solutions for Crime Deterrence in Retail
Facial recognition software a 'game-changer' in Access Control and Threat Detection

ST. LOUIS, MO (February 14, 2017) – FOX 2 News St. Louis, investigative reporter Chris Hayes highlights the increase in crime at retail settings and then provides a solution with proven results that has reversed this trend using the most advanced solution in Facial Recognition from Blue Line Technology. Blue Line Technology, an emerging leader in security and access control solutions, introduced First Line Facial Recognition, a state-of-the-art camera based system developed by veterans of law enforcement and seasoned business professionals. First Line Facial Recognition is designed for threat detection, access control and concierge applications. Blue Line's mission: *to protect, prevent, verify and welcome!*

Blue Line Technology has developed an application solution that is designed to thwart robberies, and create an immediate deterrent and prevention to criminals. Blue Line Technology has studied applications and has provided a solution where you can support the convenient stores' mission to creating the best experience for their patrons. Further, the resulting safer work environment has been documented in interviews with employees and trends are now available to see improvement in safety where the systems are deployed reports Chris Hayes, Fox 2 News. Store employees immediately understood the functionality of the system and its potential to keep them safe. "The "First Line" facial recognition/ID verification can be implemented to prevent known threats and masked criminals from entering the premises, and the employees openly expressed gratitude their employer had purchased a tool to keep them safe", said Thomas Sawyer retired detective SLMPD, and senior partner at Blue Line. After seeing the proven success of this solution when it comes to thwarting robberies, reducing other criminal activity and reducing calls for police service, this solution serves the employees, the customers and the community." Said Joseph Spiess, retire Major of the SLMPD and senior and partner at BLT. " In 10 years as a police commander tasked with developing and implementing crime reduction strategies, this is an extremely dynamic tool to accomplish that goal"

Implementing a deterrence product in concert with traditional surveillance capabilities boosts the security capability and adds to a safer environment said Paul Brauss, CEO of Blue Line Technology. We have found the performance of Blue Line Technology's "First Line" software provides the most comprehensive facial recognition and ID verification capabilities on the market. Leveraging the system capabilities our solutions now are equipped with an element of prevention that makes guard services and internal security much more productive and effective.

About Blue Line Technology - Headquartered in St. Louis, MO, Blue Line Technology was launched by retired law enforcement and business leaders to be an industry leader in both threat detection and access control. Their landmark product, First Line Facial Recognition, uses state-of-the-art technology to monitor, detect and alert users when a threat or unknown subject's face is captured by the system. For more information, visit bluelinetechology.com.

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