

Newsletter

June 2020, 9th Edition

THE NOT SO FREQUENT CHRONICLE

Discussion with a Municipality

We have started discussions with a municipality in South Florida, their newly appointed Chief of Police was introduced to us prior to his appointment and we have started discussing how our reasonably priced solutions can help towns and cities get a cutting edge, integrated and advanced monitoring solution.

As now usual in this section, I would like to reach out to all our readers and encourage you to make an introduction to your local Police department, we can genuinely help. Commercial transactions generated from an introduction carries a commission that can be paid to you or a charity of your choice.

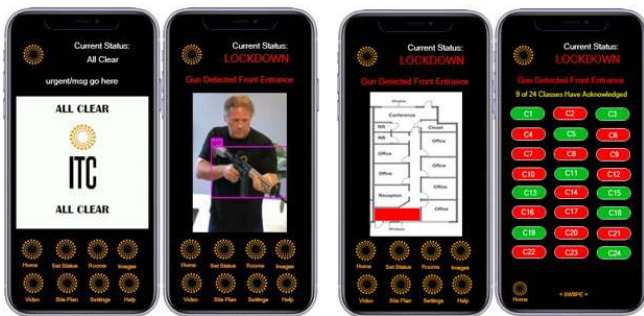
Subjects covered in this issue

- COVID 19 corporate decisions (page 2)
- Cool new technology developments (page 2)
- Sensor devices (page 3)
- Animal detection (page 3)

COVID19

Well, unless you have been shipwrecked on a desert island (and still are...), the whole world knows the outcome of the Coronavirus by now. The more significant of which is the economic devastation that the confinement measures are having on the world economy. Our most heartfelt condolences go out to those that are grieving; but the truth is, much more suffering will come from the stalling of our economies for such a long period of time and should the powers that be decide to lock us down again, that could be economically devastating.

At ITC, our initial reaction to the lockdowns was fear, but after a couple of weeks, the new economic situation that the world would be in post-COVID 19, became quite clear to us. So, we decided to prepare our products for this new outlook. This included redesigning the hardware side of our products to reduce the physical footprint and installation time. We are also developing an in-house mobile application, which is currently 70% complete.



The first 6 to 7 weeks of the lockdown was very quiet, a lot of time was spent in the redesign. But after that period, commercial interest awoke almost as suddenly as it disappeared. We started discussions with a distributor for the Brazilian territory, an agreement was reached and signed, and the relationship is blossoming. The Middle Eastern commercial discussions also resumed, and we have now signed an agreement with ICONIC Attractions in the US to develop theme park solutions, in particular for the UAE market.

New Simplot Tech Capabilities:

- Integration of Multiple Sensors
- Creation of a mobile Application
- Animal Detection and Custom Neural Nets
- Digital Signage (advertising on monitors) and Digital Signage Notification (the monitors are over-taken by the relevant alert in real-time)
- Reduced hardware footprint
- End to end encryption on our Simplot notification side, including the mobile application

This has driven another area of change; we were informed by ICONIC that the end customer in the UAE wanted door sensors for dangerous animal enclosures. Aaron and his team went to work, and we have now integrated and are selling door sensors, together with dozens of other sensors now part of the notification side of our Simplot solutions.

Taking a step back, it appeared that we weren't only providing security solutions anymore, but were now more of a centralized, integrated monitoring solution; that realization drove us to change the name of the Notification side of our Simplot products to Simplot IMS (Integrated Monitoring Solutions). Our solutions are, in many ways, becoming the Central Nervous System of a company or building. The edge driven sensory and vision information is sent along a notification spine to the core CPU (Simplot's brain)... A good analogy!

