



Deep
Sentinel

Media Kit
December 2018

Deep Sentinel is the next-gen home security solution that stops crime before it happens. Powered by a proprietary artificial intelligence, HD smart cameras, and 24/7 LiveSentinel™ personal security guards, Deep Sentinel sets the new standard in home protection. With Deep Sentinel, we protect your home and proactively stop a burglary, package theft, or driveway break-in, allowing you to feel dramatically safer at home.



David Selinger, CEO and Co-Founder

David Selinger founded Deep Sentinel in 2016 when he saw the potential for AI to radically reinvent the legacy home security market. A serial entrepreneur and artificial intelligence (AI) pioneer, Selly (as he is known to his friends and colleagues) started his career in R&D at Amazon, where he developed the first commercial product recommendation system. He subsequently co-founded Redfin, the next-generation real estate brokerage, and RichRelevance, the #1 provider of personalization for brands like Office Depot and Costco.

Recognized as a “40-under-40” innovator in the San Francisco region, he is active in social change, serving as a co-founder of Silicon Climate, and as an advisor to Opus 12, Gridcure, and the Rainforest Connection.

Selly received his BS in Computer Science from Stanford University.



**Jeff Bezos, Lead Investor, Seed
Explore Holdings (personal investment arm)**

Jeffrey Preston Bezos is an American technology entrepreneur, investor, and philanthropist. He is best known as the founder, chairman, and CEO of Amazon.



**Jason Pressman, Lead Investor, Series A
Shasta Ventures**

Jason Pressman is a Managing Director at Shasta Ventures, an early-stage venture capital firm with more than \$1 billion under management. Prior to Shasta, Pressman was vice president of Strategy and Operations at Walmart.com, growing the business from zero to large-scale revenue to its position as one of the world's largest online retailers today. He currently serves on the boards of CloudPassage, Glint, Leanplum, Nextdoor, Smule and Zuora.

Pressman has an MBA from Stanford University and a BS in Finance from the University of Maryland.



**Bilal Zuberi, Board Observer
Lux Capital**

Bilal Zuberi is a partner at Lux Capital, where he leads its investments in startups. In his pre-investor life, Zuberi co-founded GEO2 Technologies; and was a strategy consultant with The Boston Consulting Group and a visiting scientist at PNNL/DOE Labs. In addition to having served as an advisor to the Higher Education Commission of Pakistan, Zuberi co-founded several initiatives to promote university entrepreneurship, and serves on the Advisory Board of the Lemelson Foundation.

Zuberi earned a PhD from the Massachusetts Institute of Technology and holds 30+ patents and patent applications.

The Deep Sentinel lockups should only ever appear in the four colors listed below. Do not create other colored versions of the logotype or symbol.

- Vermilion
- Deep Sentinel Purple
- Black
- White



Primary Wordmark (Negative)
Colors Used: Vermilion, white



Primary Wordmark (White)
Colors: White



Primary Wordmark (Positive)
Colors: Vermilion, Deep Sentinel purple



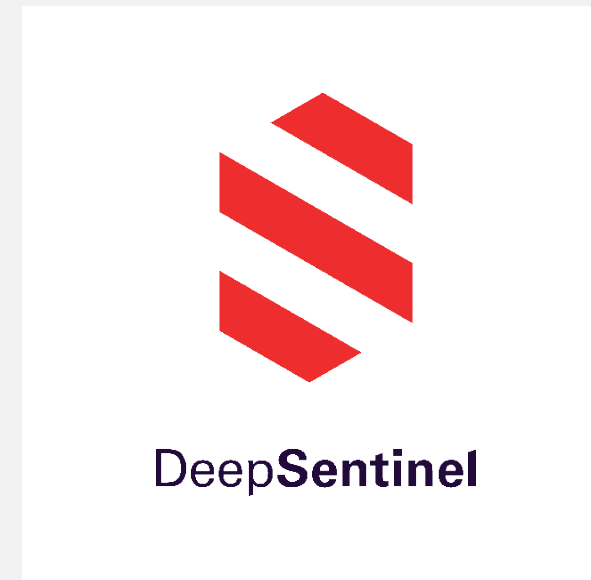
Primary Wordmark (Black)
Colors: Black



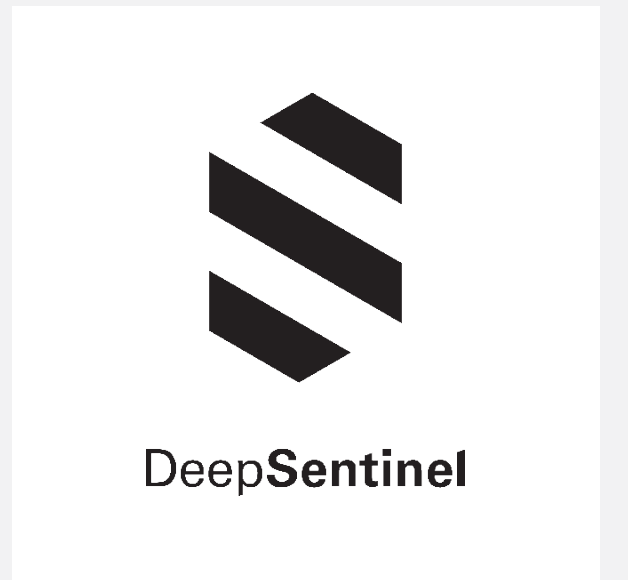
Secondary Wordmark (Negative)
Colors Used: Vermilion, white



Secondary Wordmark (White)
Colors Used: White

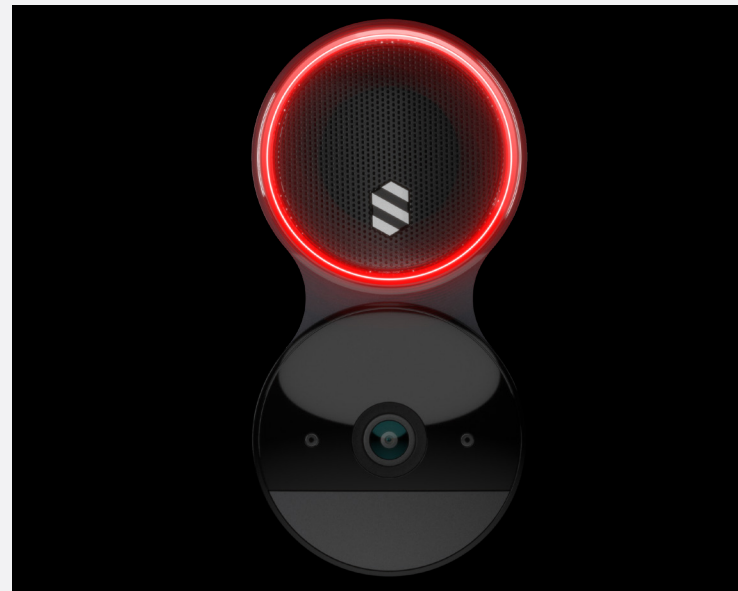


Secondary Wordmark (Positive)
Colors Used: Vermilion, Deep Sentinel purple



Secondary Wordmark (Black)
Colors Used: Black

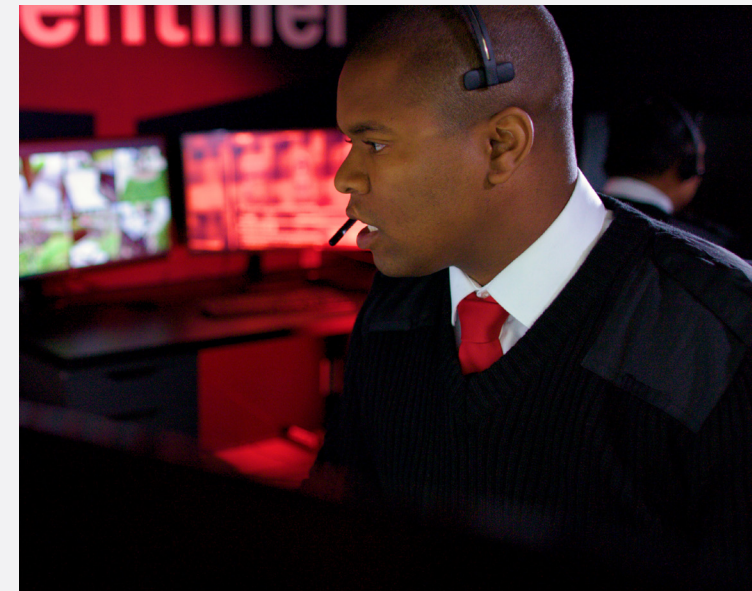
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Primary Wordmark (Positive)
Colors: Vermilion, Deep Sentinel purple



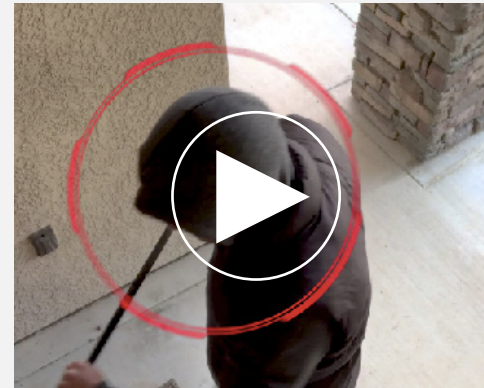
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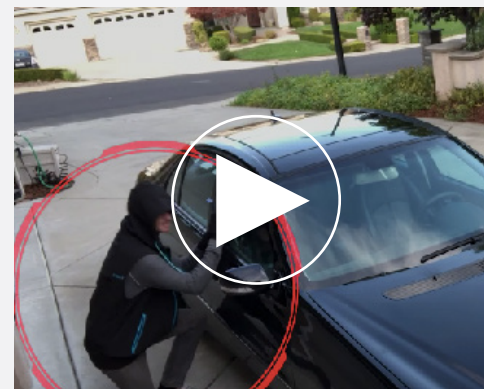
Introducing Deep Sentinel - Smart Home Surveillance



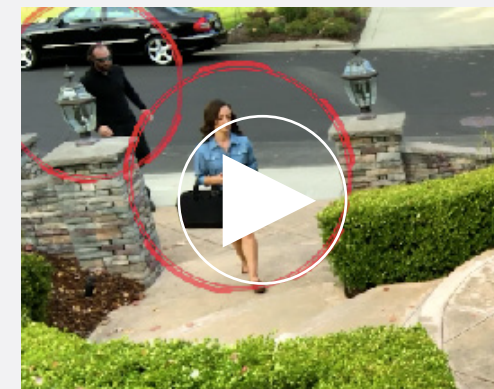
Home Burglaries



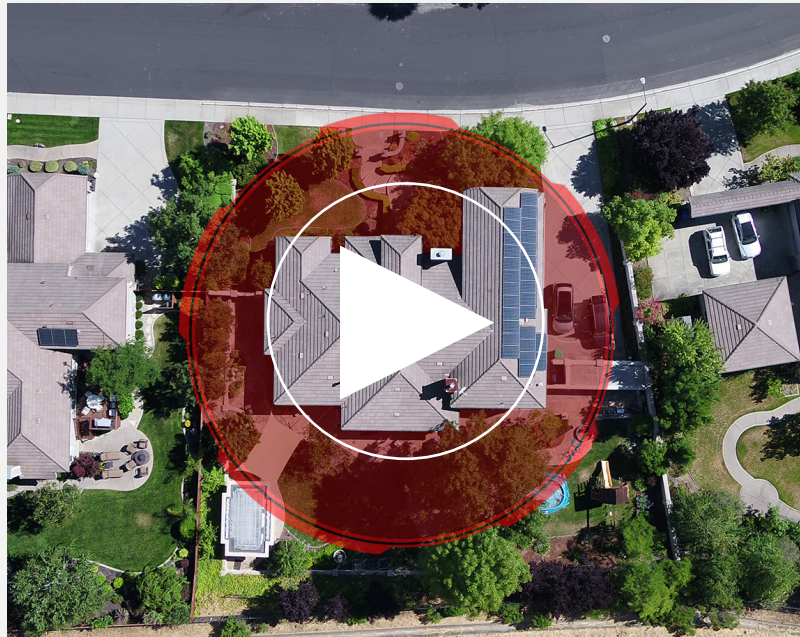
Package Thefts



Car Break-Ins



Suspicious Activities



No Home Security Protects Further



No One Calls Police Faster



No One Sends Police Faster



[DOWNLOAD CREATIVE HERE](#)



Deep Sentinel

Specs

Deep Sentinel Surveillance



24/7 Human Monitoring

Our human surveillance team monitors the perimeter of your home 24/7.



10 Second Identification

We identify a threat in under 10 seconds allowing us to react and respond quicker than any other security system.



Real-Time Intervention

Should something suspicious occur, we intervene in real-time. Speakers are used for setting off a siren and two-way communication.



100% Verified Police Escalation

If necessary, we contact police within 20 seconds. Reporting details of a crime-in-progress, police classify our calls as high priority.

3 Next-Gen Wireless Cameras



1080p (HD) Resolution

Stream in Full HD to your phone and law enforcement if needed.



Rapid Wakeup and Record

Goes from standby to record in <250 milliseconds. Wakes up only when you need it.



2-Way Audio for Intervention

Professional quality audio speakers and microphone allowing for 2-way communication.



Superior Night Vision

850nm Infrared LEDs allow motion detection as far as 35ft, day or night.



130° Field of View

Wide viewing angle, without any warping of vision.



Longest Lasting Battery

Each battery lasts up to 9 months on a single charge. Charging station built into the Hub, so a fully charged battery is always available.



No Wires, Simple Setup

Single-screw, 1-step camera mounting, and zero configuration Wi-Fi.

Intelligent Hub



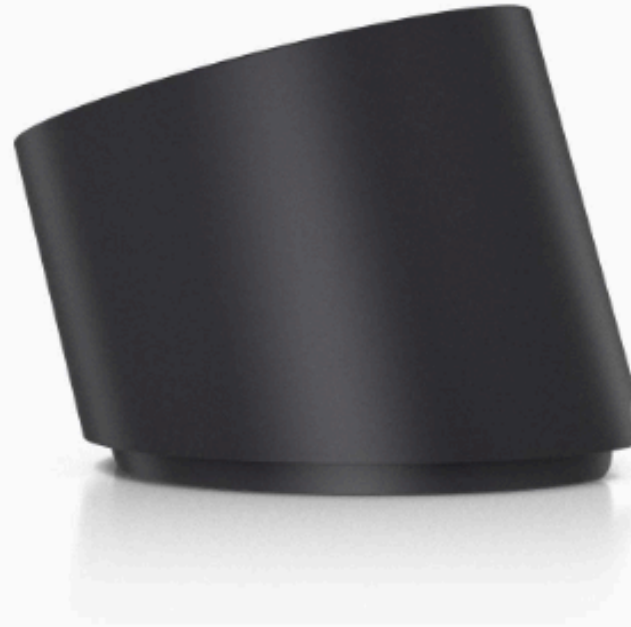
Local Storage for Your Privacy

4GB of dedicated RAM and 64GB of ultra-fast flash memory storage built into the HUB.



Smart Recording

AI guarantees recording only when necessary, eliminating hours of useless footage-up to 6 months of storage.



Only System with On-Site Processor

Lightning fast on-site processing of 10 frames per second by Snapdragon 820 SoC processor.



True AI Analysis

Distinguishes between suspicious and non-suspicious behavior, squirrels, a dog, or a swaying branch to minimize false alerts.



DIMENSIONS

2.56" (65 mm) width
5.18" (131.5 mm) height
4.41" (65 mm) depth

WEIGHT

8.3 ounces

MATERIAL

Plastic

COLOR

Gunmetal

WEATHER RESISTANCE

Weatherproof

CONNECTIVITY

Wirelessly connects to Hub



DIMENSIONS

5.64" (143.16 mm) width
4.67" (118.53 mm) height

WEIGHT

1 lb and 4.3 ounces

MATERIAL

Plastic

COLOR

Gunmetal

WEATHER RESISTANCE

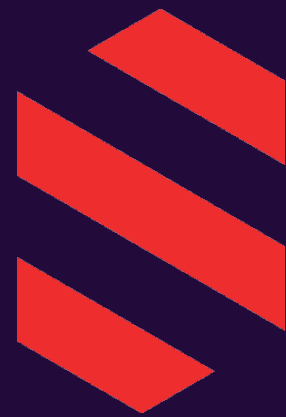
Indoor use only

POWER ADAPTER

12V output,
Supports 100-240V AC

CONNECTIVITY

Direct connection to
Router (ethernet)



Deep
Sentinel

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