

# Body Cameras

The next growth engine for your business

January 2025



**MOTOROLA SOLUTIONS**

# Agenda

1. Introduction
2. V200 product overview
  - a. Key messaging, features and accessories
  - b. Positioning with VB400 and VT100
  - c. Pricing & availability
  - d. Sales & marketing assets
3. VideoManager EX Cloud overview
  - a. Cloud / On-prem comparison
  - b. Feature benefits
  - c. Sales & marketing assets
4. Q&A



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Director, N. Am. Enterprise Mobile Video Sales



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Product marketer, V200



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Product marketer, VideoManager

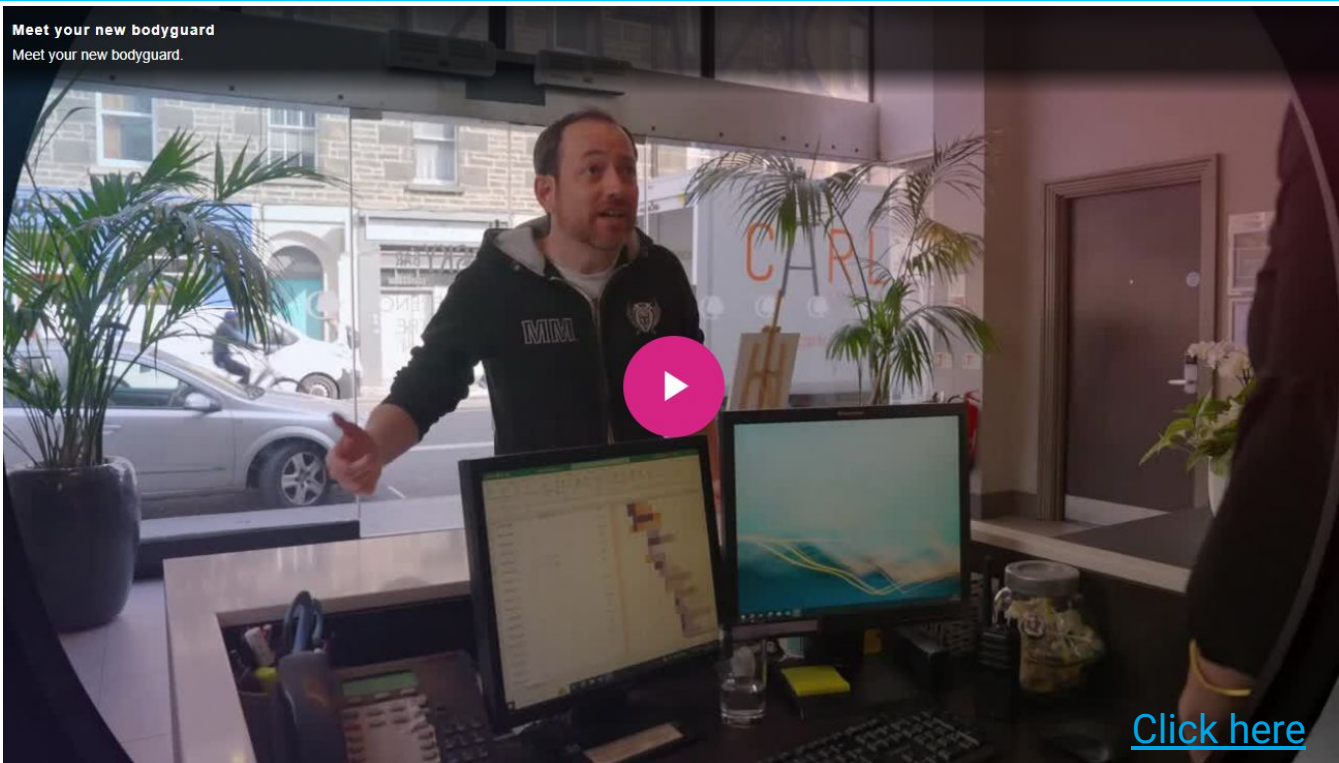


# Teaser video

V200 body camera

Meet your new bodyguard

Meet your new bodyguard.



[Click here](#)



Retail

Healthcare

# Focused industries

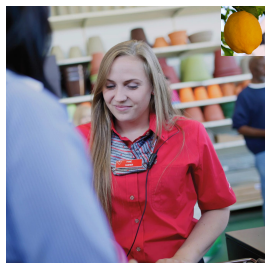
Hospitality

Security



# Enterprise market trends

## Challenges facing employees in North America



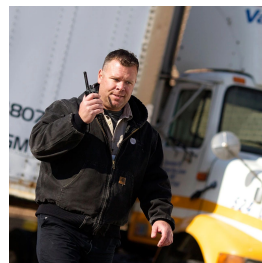
Retail

88% of retailers reported shoplifters are more aggressive and violent when compared to one year ago.



Security

39% of security operatives experienced verbal abuse at least once a month



Transportation

Violent assaults on transit workers have **tripled** since 2008



Hospitality

62% of hospitality workers experienced disrespect from customers



# Increasing number of enterprises using body cameras today



## Retail



- **Walmart Home Delivery** enabled by **Axon BWCs**: uses BWCs so homeowners can live view in-home deliveries
- **Hy-vee Security**: Axon delivers BWCs to Grocery security team
- **300 Boots pharmacies in the UK** will wear Reveal BWCs



## Transportation



- Security personnel on **Swiss Federal Railways** to wear BWCs due to increasing reports of passenger violence. No vendor announced.
- The **Washington D.C. Metro Transit Police** will launch a BWC program using \$905K in funding from the DoJ. Metro is aiming to implement the program by '23.



## Healthcare



- **Axon's National Healthcare Security Initiative**, a \$20M fund & white paper on Hospital Workplace Violence: **Piedmont Hospitals (GA)** use Axon BWCs
- Security officers at **CoxHealth(MO)** hospitals wear Axis BWCs
- **John Radcliffe (UK)** frontline staff in hospital emergency department will trial Reveal BWCs



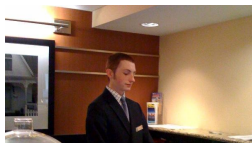
## Hospitality



- **Six Flags**: equipped security staff at all US amusement park locations with BWCs backed by Axon DEMS.
- **Theatre Venues**: Seven London venues using Reveal BWCs to combat aggressive theatergoers.
- **Iron Mountain Resort**: Using MOT BWCs for first responder & security teams

# Hospitality

## Body camera sale example



Front desk  
x 5 v200



Housekeeping  
x 10 v200



Security  
x 10 vb400



Media manager  
VMEX subscription

### Sample quote with VMEX Cloud

15 x V200 = \$6,735

10 x VB400 = \$6,400

- Docking & other hardware = \$6,000
- VideoManager EX DEMS = \$4,800/yr
- VideoManager EX device subsc. = \$1,500/yr

Total = \$20K one-time

+

\$6k recurring every year (per hotel)

# Partner revenue opportunity

5-Year potential

(In \$M)	2025	2026	2027	2028	2029
Small Partner - 200 cameras/licenses in Yr 1	\$0.25	\$0.38	\$.53	\$0.98	\$1.3
Mid-Size Partner - 1,500 cameras/licenses in Yr 1	\$1.9	\$2.8	\$4.0	\$7.4	\$10
Large Partner - 3,000 cameras/licenses in Yr 1	\$3.8	\$5.7	\$8.0	\$15	\$20



# Why Motorola Solutions

## Our objective



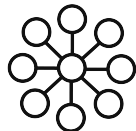
### Leverage Incumbency

Motorola Solutions has the leadership positions in Land Mobile Radio and Fixed Video. We will utilize these strengths to grow our share in Enterprise Mobile Video.



### Cross-Sell

Leverage the Ecosystem to drive deeper beyond the point solution of hardware. Land Mobile and Video solutions will invite the customer to try additional capability because of the Motorola Solutions experience.



### Integrate

We provide meaningful integrations between body cameras, fixed video management software, radios and incident management software.



# Our competition

Wants to tell your story



NEWS & RESOURCES / TECHNOLOGY

## HOW AXON BODY 4'S BI-DIRECTIONAL COMMUNICATION BOLSTERS SITUATIONAL AWARENESS

Two-way communication between first responders and command is the next step in operational efficiency



# Customer success story

## Hannaford Supermarket



1. Partner reached out with the opportunity
  - a. Installed demo in one store with theft issues
  - b. Within 20 minutes of starting the demo, a thief was caught stealing, video was overturned to local PD, and the thief was apprehended.
2. Worked with partner and customer's corporate team on SOP, perception of recording video (body cams as an extension of existing fixed video deployment) and employee protection - giving them reasons to move forward
3. Hannaford has continued with deployment at multiple stores



# V200 product overview



# V200 body camera

Designed with customer feedback, the V200 serves as a bodyguard to frontline staff.

Intuitively simple and sophisticated

Stay supported. Stay connected.

Shift with ease from start to finish

Step into work with comfort and style



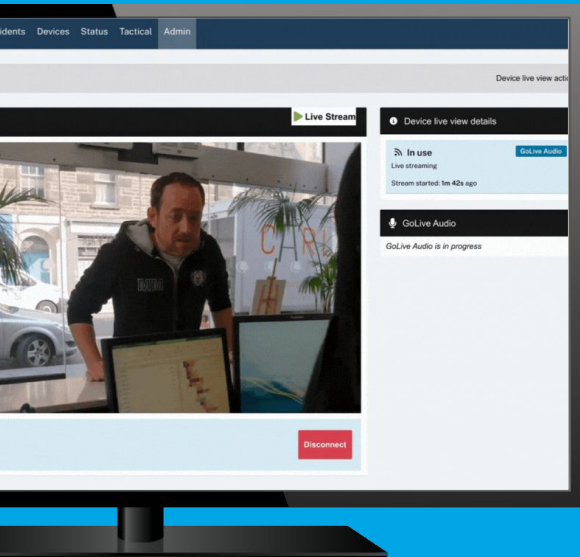
# Dedicated buttons & intuitive top display

- 1. 2 x configurable buttons (noted as “a” and “c”)**  
Purpose-built buttons provide precise control over navigation, volume adjustments, and recording functions. Customize your camera for your role.
  - 1 x front panel large push button for record
  - 2 x top panel push buttons for home or back
  - 3 x side panel push buttons for escalation, volume up/down
- 2. Top display, backlit LCD screen**  
Quickly verify battery status, Wi-Fi connectivity to a remote responder, and emergency status.
- 3. Bottom USB-C port**  
Convenient charging, ensuring quick power-ups and compatibility with modern charging devices.



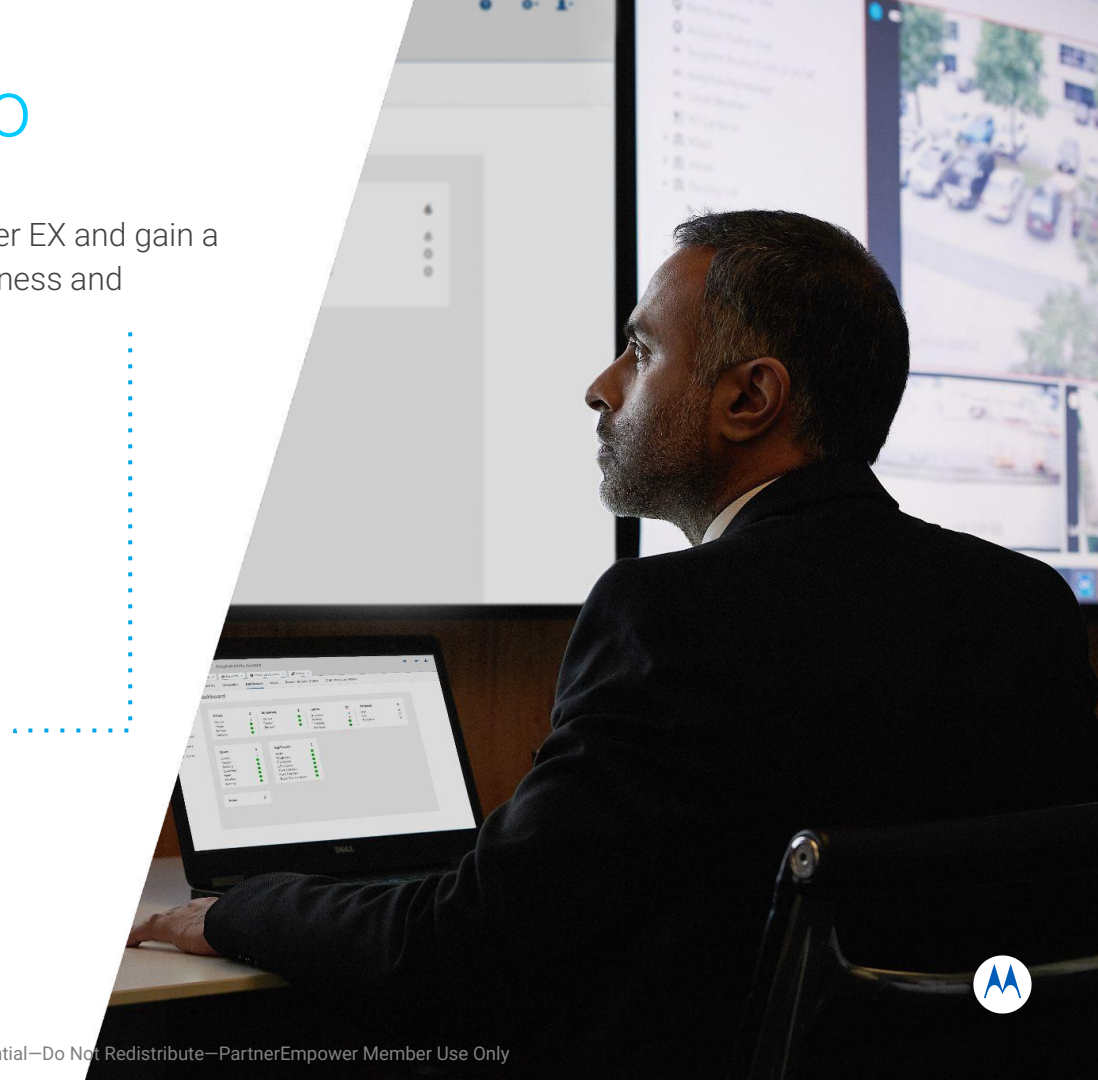
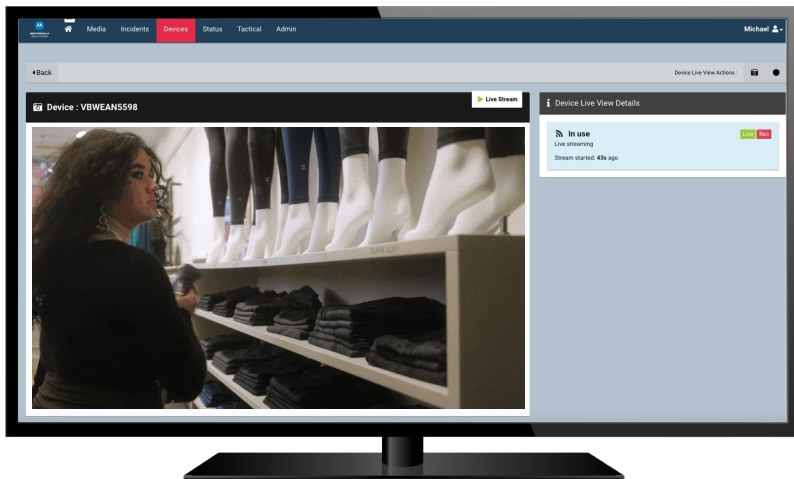
# Activate GoLive Audio

Deliver clear guidance via WiFi from VideoManager EX to an employee in distress, enabling swift intervention and effective de-escalation.



# View livestream video

View real-time video of an incident via VideoManager EX and gain a first-hand perspective to enhance situational awareness and informed decision-making.



# Rapid Smart Dock offload

Streamline body camera allocation, charging and video offloading with an efficient and simple process. Employees can simply swipe their RFID badge to quickly pick up a charged camera at the start of their shift, or dock a camera to offload video and recharge at the end of their shift, all without requiring additional training.

## Straightforward UI for easy troubleshooting

Combine charging and video offloading into one to maximize space and minimize complexity.

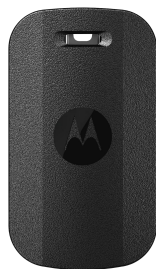


No longer need a separate dock controller



# Mounting options

Accommodate any uniform or fit



**Low profile swivel**  
PMLN8121A



**Lanyard**  
PMLN8701A



# Customizable labels

Personalize your V200 body camera with a full label design to match your uniforms for a consistent brand image.

- Customizable front tag
- Increase brand awareness
- Seamless addition to uniform



# Features available at launch



Feature	Available at launch?
Escalation	Yes
Wi-Fi live streaming w/GoLive Audio	Yes, to VideoManager EX
Pre-record	Yes
Top Display	Yes
Offload over Wi-Fi	Yes, when powered via USB
RFID touch assign	Yes
MSI radio connectivity	No

# Positioning the VT100, V200 & VB400



# Portfolio

Choose the best body camera for your customer's user profile



If customers want a simple solution, the VT100 is our most cost-effective option, perfect for customer-facing roles looking for an easy to use body camera.



If customers want immediate escalation, the V200 is a solution designed to provide guidance and support at a moments notice.



If customers want a more durable solution for specific roles or duties, the VB400 is ideal for security teams needing enhanced connectivity and location tracking.



# Our portfolio, side by side



Feature	VB400	VT100	V200
GoLive Audio	No	No	Yes*
LCD screen	No	No	Yes - top
Configurable buttons	4 (exc. slide switch)	No	2
Storage	64GB	16GB	64GB
Charging port	Proprietary	Micro USB	USB-C
In-field charging	Requires adaptor	Micro USB	USB-C
Battery life with continuous operation	12 hours	3 hours	Up to 9 hours
Battery capacity in standby	12 hours (low power not supported)	6 months (low power)	5 months (low power)
Helmet accessories	Requires adaptor	No	No
Durability	IP67/MIL-STD-810G	IP54	IP54/MIL-STD-810G
Satellite navigation	GPS	No	No



# Pricing and availability



# V200 pricing & availability



List price	\$449 USD
What's included	V200 body camera 1 year warranty
Software compatibility	VideoManager EX
Accessory compatibility	Compatible with a low profile clip and lanyard
Extended warranty options	3 year tech support with hardware repair

- Pre-orders - January
- Shipping - April



# Smart Dock pricing

**List price**

\$1,050 USD

**What's included**

V200 8 Pocket Smart Dock  
Power supply and cable  
Ethernet cable  
1 year warranty

**Optional accessories**

RFID reader

**Extended warranty options**

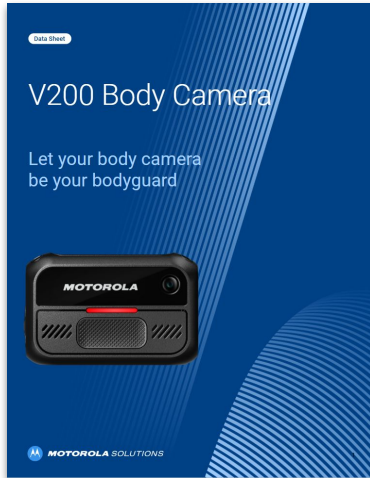
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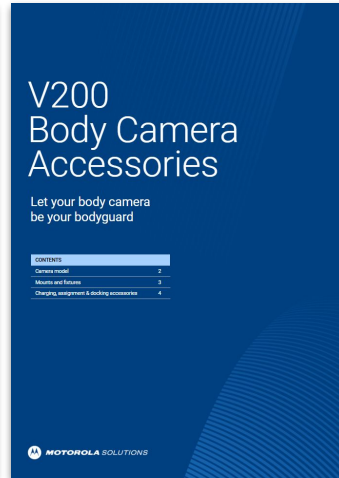
# Sales & marketing resources



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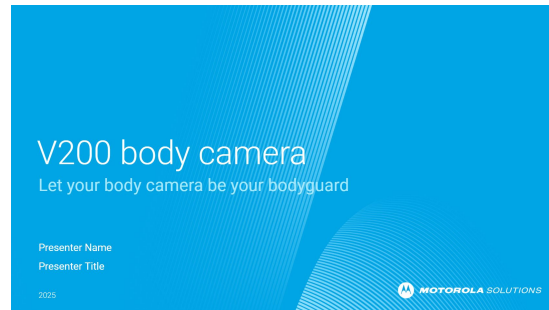
[Data Sheet](#)



[Accessories Catalog](#)



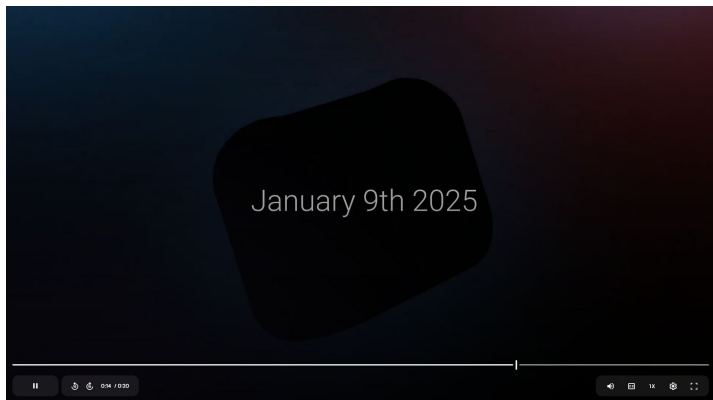
[Hospitality & Retail Brochures](#)



[Customer Presentation](#)



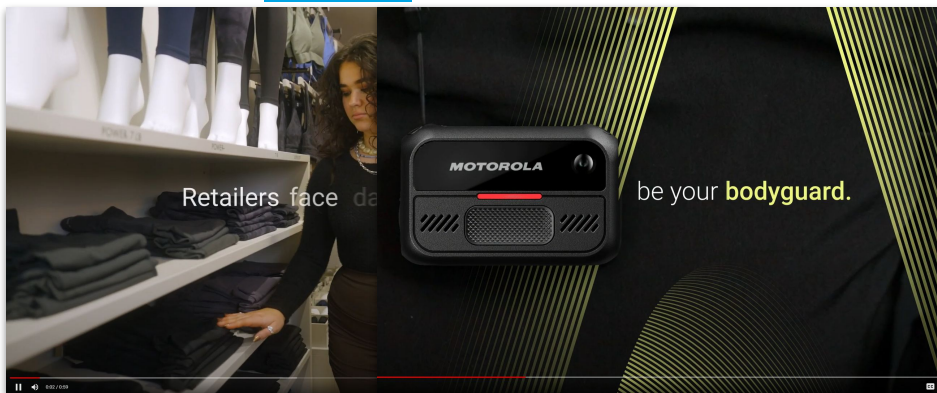
# Sales & marketing resources (cont.)



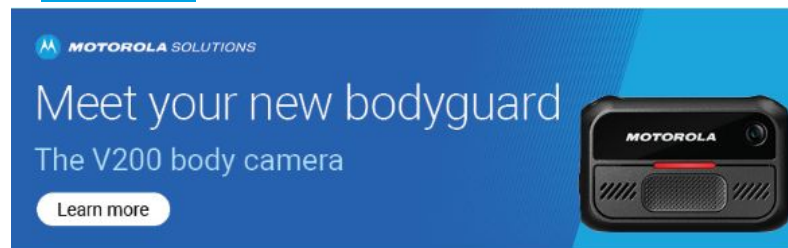
[Teaser video](#)



[Launch video](#)



[Retail & Hospitality](#) videos



Email signature



# VideoManager EX Cloud offer

Body camera management made easy



# From capture to closure, all in one

## VideoManager EX overview

### End-to-end solution

Covering every step of a video's journey - from capture, to redaction, to deletion when it's no longer needed.

### Features that fit the organization's needs

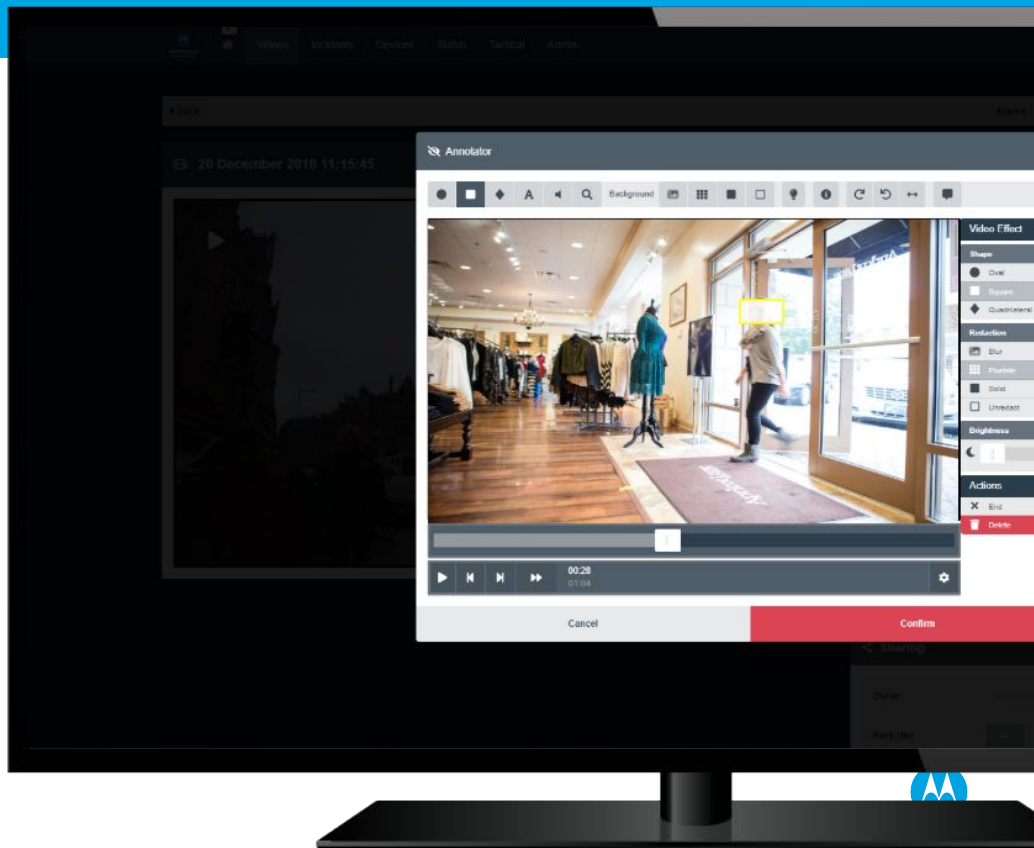
Comply with local laws by redacting sensitive information. Keep all information for one case together. Securely and easily share with internal and external parties. VideoManager offers these features and many more.

### Automated Reports

Administrators can see an at-a-glance overview or run easy-to-digest reports for specific areas.

### Secure

With security measures like two-factor authentication, audit logs and encryption videos are secure whether they are being shared internally or externally.



# VideoManager EX DEMS

Digital Evidence Management System (DEMS) with flexible deployment options



## Cloud

Hardware Body-camera, dock, etc.. Upfront capex sale

Services 24/7 support  
We can setup and support cloud a lot more easily

Software Annual fee with auto-renewal where possible  
1,3 & 5 yr terms

Cloud Storage AWS commercial cloud  
250 GB per instance  
Additional storage can be purchased

RESELLER & AGENT MODEL Software sold with recurring reseller margin



## On-prem

Hardware Body-camera, dock, etc.. Upfront capex sale

Services Customer must provide IT support to keep system up to date on current release

Software Device license & software assurance

Server Storage Customer brings server  
ON-PREM: customer must size and purchase server

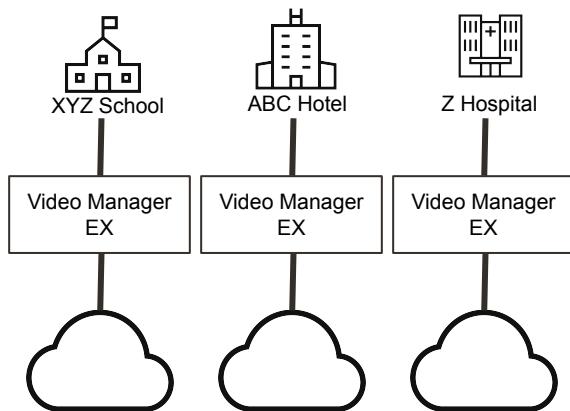
RESELLER ONLY MODEL Software sold one-time with 5 years built in software assurance → reseller margin

\* VideoManager EX on-premises is coming soon.

# VideoManager EX DEMS

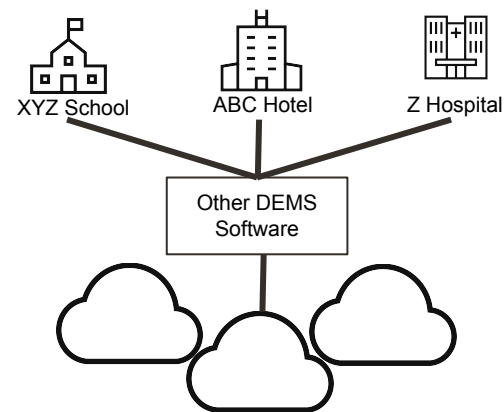
The most secure cloud solution in the market

## Motorola Cloud DEMS Single tenant



- **Full Isolation:** Data, logins, and personally identifiable information are separate from other tenants
- **Maximum Availability:** No platform-wide outages
- **Custom-fit:** Tailored to meet your specific deployment needs
- **Simplified Compliance:** No need to manage or document data separation with other tenants

## Other DEMS in the market Multi tenant



- **Shared Infrastructure:** Actions by one tenant can impact others
- **Higher risk:** Some data and resources are shared, increasing exposure
- **One size fits all:** Limited personalization

# VideoManager EX Cloud offer

## Features and benefits

### 1. SMS Alerting & Streaming to Phone

- Instant notifications via SMS ensure critical updates reach users in real time.
- Stream live video directly to mobile devices for enhanced situational awareness on the go.

### 2. Email Alerting & Streaming

- Receive timely email notifications with live video streaming links.
- Maintain operational oversight and respond quickly to unfolding events.

### 3. User Self-Service / Password Reset

- Empower users to reset passwords independently, reducing IT dependency.
- Streamlined user management improves efficiency and minimizes downtime.



# VideoManager EX Cloud offer

## Feature and benefits, continued

### 4. AI Redaction & AI Transcription

- **AI Redaction:** Automatically blur sensitive information, safeguarding privacy during video review and sharing.
- **AI Transcription:** Generate accurate text transcriptions from audio, simplifying documentation and reporting.

### 5. Tactical VideoManager EX

- Real-time visualization of connected body camera locations using Esri™ ArcGIS™ maps.
- Enhance situational awareness and tactical decision-making with live location data.



# VideoManager EX Cloud pricing & availability



List price

\$400 USD/mo. VMEX Cloud subscription  
+ \$5 USD/mo./camera

What's included

24/7 technical support and software updates

Hardware compatibility

VT100, V200, VB400

Offer terms

1, 3, 5 years

Renewal

Auto-renews to an annual subscription

- Orderable in mid-January (targeting 1/13)



# VideoManager EX Cloud resources

## Coming soon to PartnerCentral

Data Sheet

## VideoManager EX

Body camera and footage management, made easy



**HELLO - MY NAME IS**


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[VideoManager EX Data Sheet](#)

Data Sheet

## VideoManager EX

An on-premises or cloud deployment that fits your needs



No two organisations are alike. From police forces and ambulance services to small businesses, we know you have unique networking and architectural requirements for your body camera and in-car video programs.

Made for in a rural area with poor internet connectivity. Or perhaps you don't have a dedicated IT department. Whatever your specific needs, we designed our device and footage handling software, VideoManager, to work seamlessly in the cloud, on-premises, or in a hybrid configuration - so you manage your devices where, and how you want.

For ease of deployment and maintenance, use a cloud subscription on a monthly billing basis: your users can access VideoManager like any other web service, while we take care of security and storage. With cloud, you'll also get immediate access to the newest features without giving more work to your IT staff. Alternatively, if you have particularly stringent security requirements, install on-premises and bring your own storage. VideoManager can be housed entirely within your organization's network.

Whether you have one device or 10,000, VideoManager's flexibility and scalability - in the cloud, on-premises, or both - has you covered.

**Cloud**  
Receive the latest software and firmware updates, managed on your behalf, so you have the most powerful solution with the least maintenance.

**On-Premises**  
Bring your own storage and servers for complete control over your sensitive data, with a perpetual license for permanent ownership.

**Hybrid**  
Get the best of both worlds - off-load rapidly to a local instance of VideoManager, then upload selective evidence to the cloud.


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[Licensing Data Sheet](#)

Fact Sheet

## Redact to protect

Motorola Solutions AI-Powered  
Evidential Redaction & Transcription



Protecting personally identifiable information in video evidence is critical for law enforcement. In many cases, it's a legal requirement - and it's always important for building trust with your community. Transcribing footage can also help officers save time as they build a case, enabling them to jump to the relevant moment in hours of body-worn or in-car footage. However, for most agencies, redacting and transcribing evidence is a manual, time-consuming and expensive responsibility.

Both VideoManager EL cloud and CommandCentral Evidence now include our homegrown, cloud-based AI redaction and transcription tool by default. Designed with patented algorithms to save you time and effort, you'll have access to an integrated, audited system which is easy to learn and protects sensitive data. Accurate tracking redacts objects and individuals automatically, while our plain language search function can direct you to exactly the right moment in a multi-hour video.

**Stay in your system**  
With redaction and transcription within your workflow, you and your media never have to leave one system. Key actions are included in the evidence auditing, so you have end-to-end proof of evidential authenticity.

**Reduce the learning curve**  
Our tool is easy to learn and intuitive to use, and it does the heavy lifting for you. Because it's cloud based and requires no third-party software, you eliminate install time and the need for additional training.

**Get more done, faster**  
With AI object detection and tracking, sophisticated case organization and no file size limits, you can finish projects faster and spend more time on other high-priority tasks.

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[AI Redaction Fact Sheet](#)



# Q&A



# Thank you

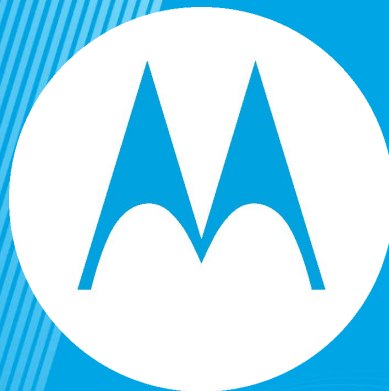
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