

SoundThinking Launch Q&A

1. Why has the company decided to rebrand?

SoundThinking (formerly ShotSpotter) is best known for our innovative acoustic gunshot detection system which helps save lives and protects millions of people in more than 150 cities. However, our mission has expanded far beyond gunshot detection and our corporate name needed to represent a concept that is broader than gun crime. At its core, SoundThinking is a public safety technology company and our name reflects our expanding suite of transformative solutions and strategic advisory services. We empower law enforcement and civic leaders to make sound decisions that help create safer neighborhoods and greater community confidence.

2. What is the meaning behind the new brand name and logo?

SoundThinking (formerly ShotSpotter) better reflects the company's commitment to, and holistic focus on, helping law enforcement and civic leadership make better decisions related to public safety. This includes our industry-leading law enforcement tools, like ShotSpotter, solutions that assist with investigations for any type of crime and resource deployment, as well as rich data that can aid community violence prevention programs. SoundThinking also embodies the sound strategic advice we provide to groups that directly deliver public safety to their communities – all with the goal of helping to create safer neighborhoods and greater community confidence.

Our new visual identity, an owl turning its head, embodies the wisdom, intelligence, and experience that goes into sound thinking. It is also interesting to note that owls turn their heads 90 degrees to better locate objects using a similar process to our acoustic sensors that triangulate in on sounds to identify the location of gunfire.

3. Why rebrand now? Was there a catalyst, need, or reason behind the timing?

We recently completed the full build-out of a suite of four industry-leading technology solutions that comprise our SafetySmart Platform. As SoundThinking, we now go far beyond gunshot detection in our mission to help create safer neighborhoods.

4. Will pre-existing ShotSpotter partnerships and programs change in any way with the rebrand? Or is this only for new partnerships and programs?



Our acoustic gunshot detection system will still go by the name of ShotSpotter and operate as it currently does. There will be minor changes to the ShotSpotter product logo and some administrative changes as we transition away from ShotSpotter as the company brand name and pivot to its use as a specific product. And customers will be clearly communicated with regarding those details.

5. What is SoundThinking's SafetySmart platform?

The SafetySmart Platform is a suite of technologies and tools that bring together specialized software and objective, continually updated data to help law enforcement and civic leadership better protect their communities. SafetySmart ensures the right resources are provided when and where they're needed most. The platform goes well beyond acoustic gunshot detection, and includes CrimeTracer, a comprehensive law enforcement search engine, CaseBuilder, a one-stop investigation management system, and ResourceRouter, our resource deployment software for law enforcement and community groups.

6. Can you tell me more about the products that make up the SafetySmart Platform?

- ShotSpotter is the leading acoustic gunshot detection system that alerts police to virtually all gunfire within a city's ShotSpotter coverage area within 60 seconds, helping reduce police response times to gun incidents and helping to save lives.
- CrimeTracer is the leading law enforcement search engine enables investigators to search through more than 1 billion criminal justice records from across jurisdictions to generate immediate tactical leads and quickly make intelligent connections.
- CaseBuilder is a one-stop investigative management system for tracking, reporting, collaborating on and clearing cases. It produces a single electronic courtroom-ready document for prosecutors to help take offenders off the streets.
- ResourceRouter is software that directs the deployment of patrol or community group resources in an objective way to maximize the impact of limited resources and improve community safety.

7. How do the company's SafetySmart products support public safety?



The SafetySmart platform includes a unique collection of products that work together to empower law enforcement and civic leadership to improve public safety outcomes by being more efficient, effective, and equitable.

8. Are there any discounts for purchasing multiple solutions from the platform

Yes, we are now offering special incentives for customers who are interested in purchasing multiple elements of our SafetySmart platform.

9. Are SoundThinking products going to be present in more communities, nationally, after the rebrand?

We believe that our broader set of applications to fight crime and give community groups the ability to direct resources that address the root causes of crime will expand the company's footprint. Our goal is to provide resources to as many communities as possible, and we look forward to serving any new interested communities.

10. How do existing customers and stakeholders in communities you serve feel about the new name and rebrand?

Our research shows that the new brand has tested well with law enforcement, elected officials, and community leadership. The common thread of reactions was that these names reflect the company's broader mission beyond gunshot detection and its core ability to bring relevant data to police and civic leaders to help address public safety challenges. In essence, SoundThinking and the SafetySmart Platform are a fundamentally better way to enable law enforcement and the community to work together to protect their cities.

11. Is the company moving away from the ShotSpotter technology as a focus?

ShotSpotter remains the flagship product of the company. It will retain its name and continue to be a prominent offering in the SoundThinking suite of products.

12. Why isn't the ShotSpotter product changing its name as a part of the rebrand?

The ShotSpotter technology is widely known in the industry for accurate gunshot detection that protects millions of residents and helps to save lives, so it appropriately



reflects the product's capabilities. It is important to maintain the name and familiarity of the product with current and potential customers.

13. How will the newly created SoundThinking compare to its competitors?

Public safety is at a critical juncture with demand for police services rising, while staffing levels are decreasing. There is a requirement for police to be more efficient, transparent, and accountable. SoundThinking will continue to be a leader and pioneer in providing the highest quality and impactful suite of products and services in the public safety space. We pride ourselves in delivering solutions and guidance that help law enforcement and civic leaders better protect their communities.