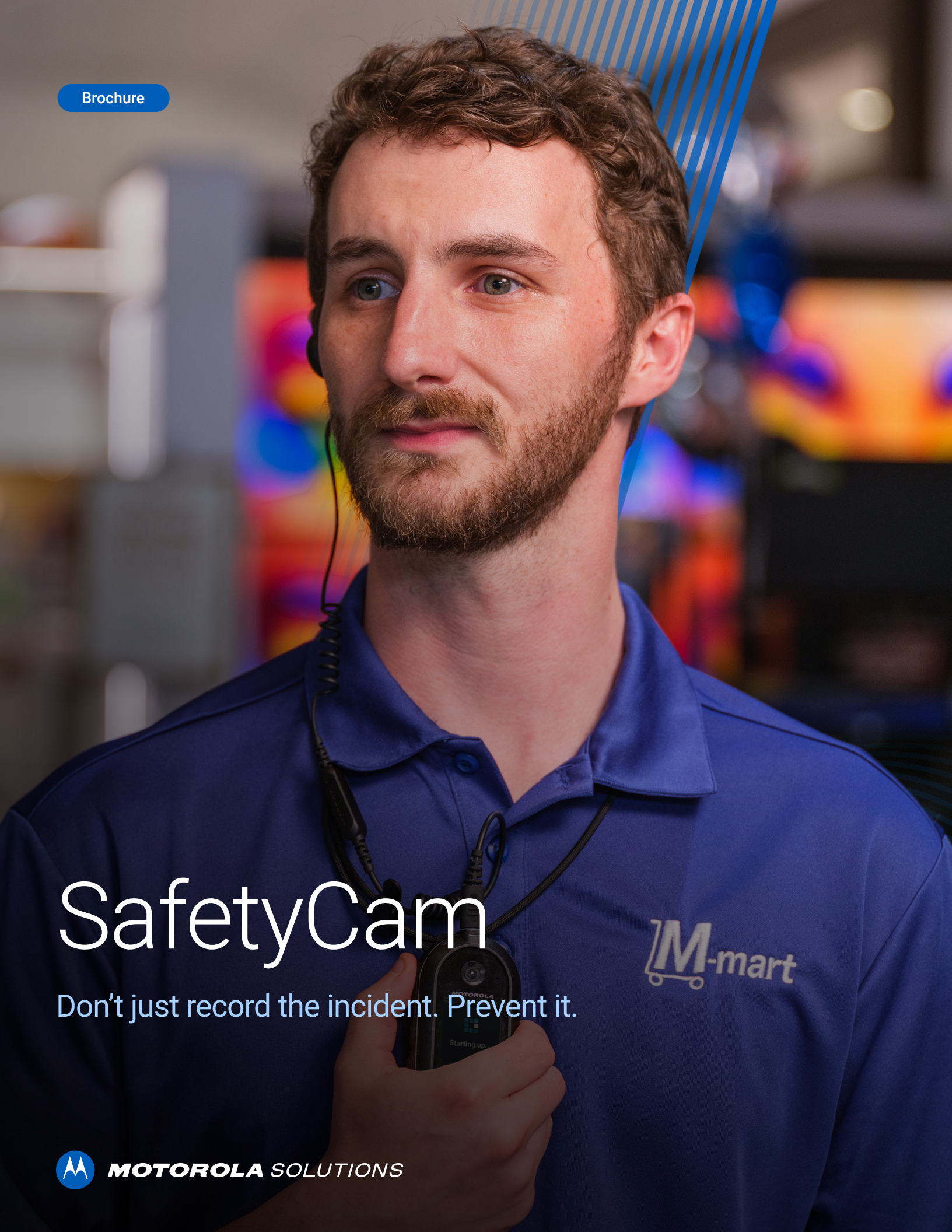
Brochure

SafetyCam

Don’t just record the incident. Prevent it.



MOTOROLA SOLUTIONS

Retail has reached a breaking point as employee safety and loss prevention challenges continue to intensify. Today, over 80% of retailers report that shoplifters are more aggressive, turning routine interactions into high-risk situations. Customer service often feels more like conflict management, exposing staff to aggressive situations they were never trained to handle. You can't always prevent a crisis, but you can change its outcome.

The impact by the numbers

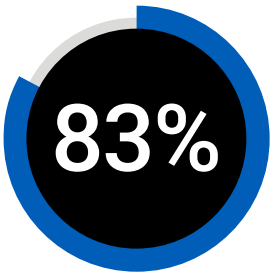
Losses are growing

Retail shrinkage has exploded into a

$796 billion

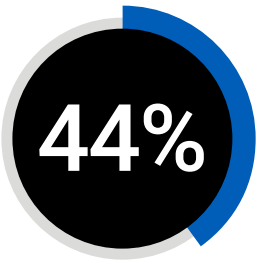
problem for the industry.[1]

Staff feels unsafe



Of retailers reported heightened levels of customer aggression and violence over the last 2 years.[2]

The evidence gap



Of retailers fail to report theft due to a lack of actionable evidence.[2]

Premises liability

$20,000 to $50,000

The average claim cost for slips, trips, and falls—retail's most frequent and expensive incidents.[3]

[1] The 2026 Total Retail Loss Benchmark Report

[2] The Impact of Retail Theft & Violence 2025

[3] Business and Industry Connection Magazine, recited in a 2025 blog. original site from 2016

All-in-one wearable

Video. Voice. Assist AI.

Escalating retail risks require more than reactive measures; they demand a new standard of operational control. The SafetyCam is an AI-powered wearable that protects your frontline by bridging the sales floor with your security experts. Its front-facing display and unique combination of video, voice and AI capabilities actively deters customer aggression before tension peaks, and helps ensure an immediate, coordinated response the moment staff feel unsafe, intervening to prevent incidents like no other solution. It automatically synthesizes and packages incident evidence across video, audio and transcripts to save time and support effective prosecutions. Beyond safety, it accelerates store productivity by replacing device clutter with instant, secure team communication and Assist AI capabilities that can translate for customers or provide instant answers to questions about products, policies or procedures. By proactively deterring threats, streamlining workflows and consolidating evidence, you can mitigate liability, reduce shrink and empower your associates to execute daily operations safely and efficiently.

Neutralize threats before they escalate

Don't just document - connect, de-escalate and deter.

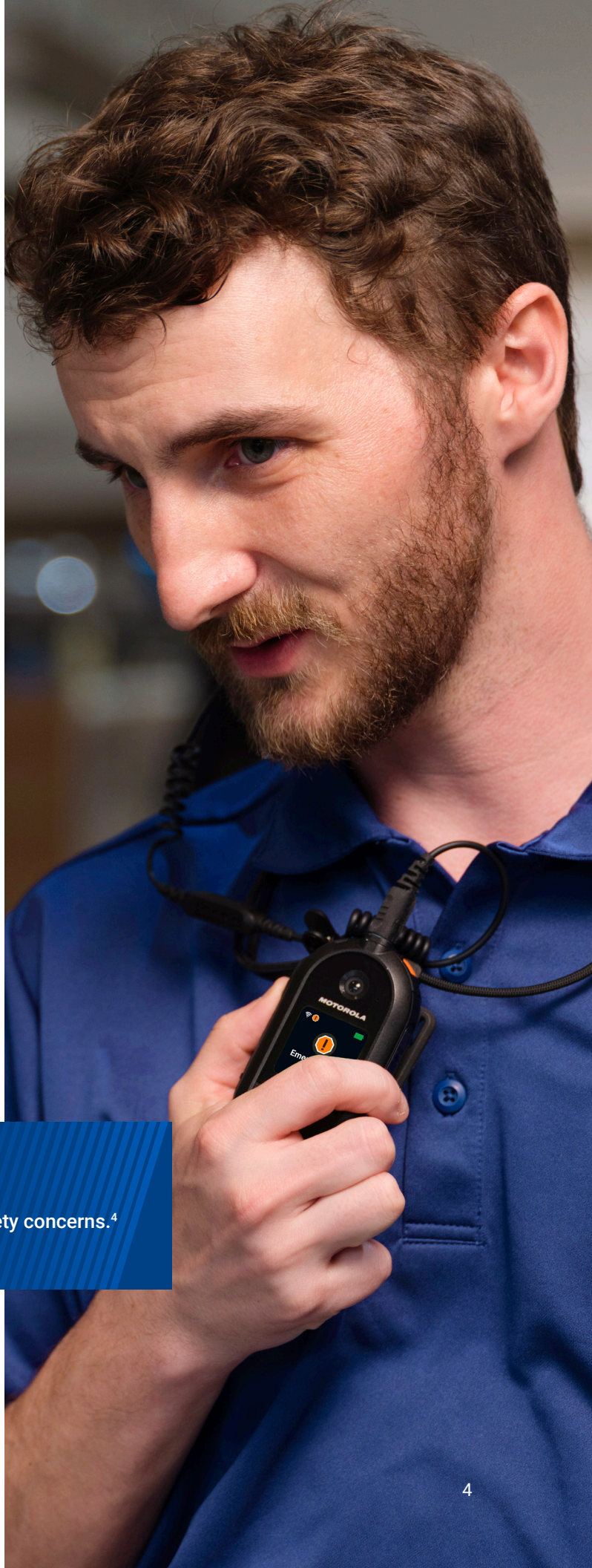
Shift your team's approach from reactive to proactive with a wearable designed to visibly deter aggression on sight and trigger an instant, coordinated response when seconds matter.

Front-facing display

Deter aggression on sight by allowing subjects to see themselves recorded; this "mirror effect" can help de-escalate tension and promote more controlled interactions.

Dedicated panic button

Accelerate emergency response by providing an immediate, silent SOS to SOC/Supervisors, bypassing delays when seconds are critical.



Worker safety and costs

1/4 retail workers have considered leaving their job out of safety concerns.[4]

[4] Motorola Solutions US retail worker safety report, 2024

Turn silent observation into active assistance

Mobilize your SOC and store floor in real-time.

Integrate real-time streaming and communication into one synchronized view—shifting your SOC from a passive observer into a proactive partner that provides support the moment your frontline needs it most.

Remote talk-down

Voice capabilities immediately connect the wearer to your local managers or SOC, enabling remote talk-down directly to the aggressor.

Livestream video

Command the incident with real-time, first-person visibility; provide the SOC with the situational awareness needed for decisive, high-stakes coordination.

Indoor location

Pinpoint personnel with room-level tracking to eliminate search time and optimize resource deployment during store-wide crises.

Synthesize evidence, automatically

Quickly synthesize, consolidate, and package evidence across multiple modes.

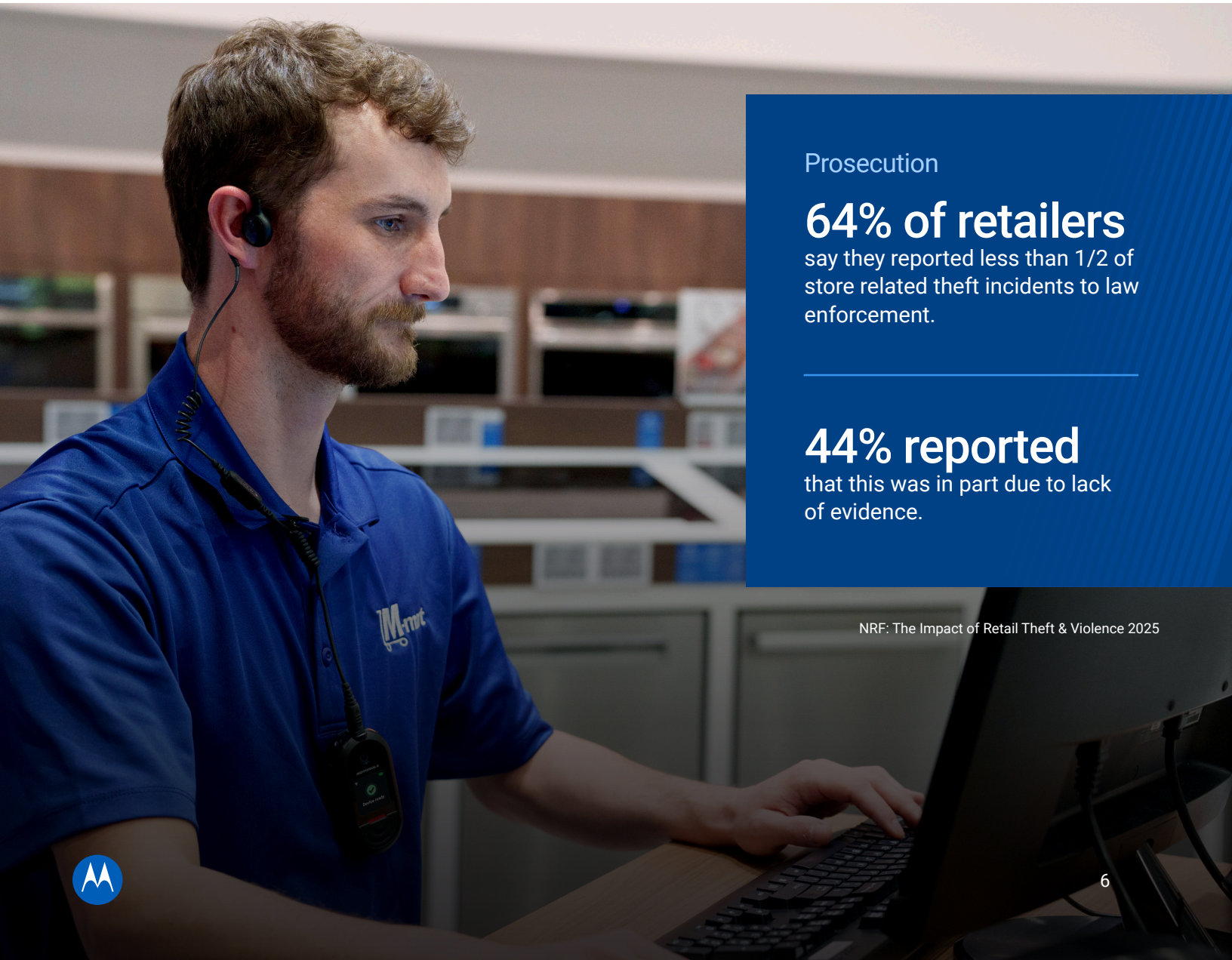
Incident-centric evidence capture combines mobile video, audio and transcripts alongside your fixed cameras in one holistic view. Securely and easily share this data and maintain an unbroken chain of custody for compliance and time savings.

Video management

Program, manage, and view wearable video and audio alongside fixed cameras in one holistic environment for easy, secure sharing with HR, legal, or law enforcement.

Defensible documentation

Capture evidence-grade video in a single motion to provide clear facts for internal reviews and protect the organization from fraudulent litigation.



Prosecution

64% of retailers
say they reported less than 1/2 of store related theft incidents to law enforcement.

44% reported
that this was in part due to lack of evidence.

NRF: The Impact of Retail Theft & Violence 2025

Connect your team to maximize productivity

Transform your store operations with Assist AI capabilities and voice communication.

Empower your team with Assist AI and group/private voice communication to maximize productivity and streamline complex, day-to-day retail operations—all while maintaining complete situational awareness.

Group and private communication

Unify the floor with instant, store-wide coordination or secure private check-ins to streamline task management and crisis response.

AI language translation

Neutralize language-based friction instantly to safely resolve conflicts and maintain a premium, inclusive customer experience.

AI voice assistant

Automate workflows with one-touch voice commands to verify store policies and product details, maintaining situational awareness without diverting eyes from the customer .

Maximize frontline adoption across every store

Equip your team with a wearable, purpose-built for retail.

Elevate your team with a comfortable, personalized wearable purpose-built for retail. More than just a camera, this 12+ hour solution features a self-service check-in process that lets staff grab their gear and go.

12+ hour shift-ready battery

Eliminate safety gaps with continuous coverage, ensuring staff are never left unprotected on the floor.

Self-service camera management

Minimize administrative overhead with a seamless check-in/out workflow. Staff dock cameras to offload and recharge, minimizing manual tracking and training requirements.

Flexible mounting options

Maintain a comfortable, secure fit throughout the shift, keeping employees focused on store operations.

To learn more, visit:
www.motorolasolutions.com/safetycam

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