

# Pool Construction Monitoring, Water Safety and Care

The AI Smart Pool System that grows  
with homeowners' pools

EDGE

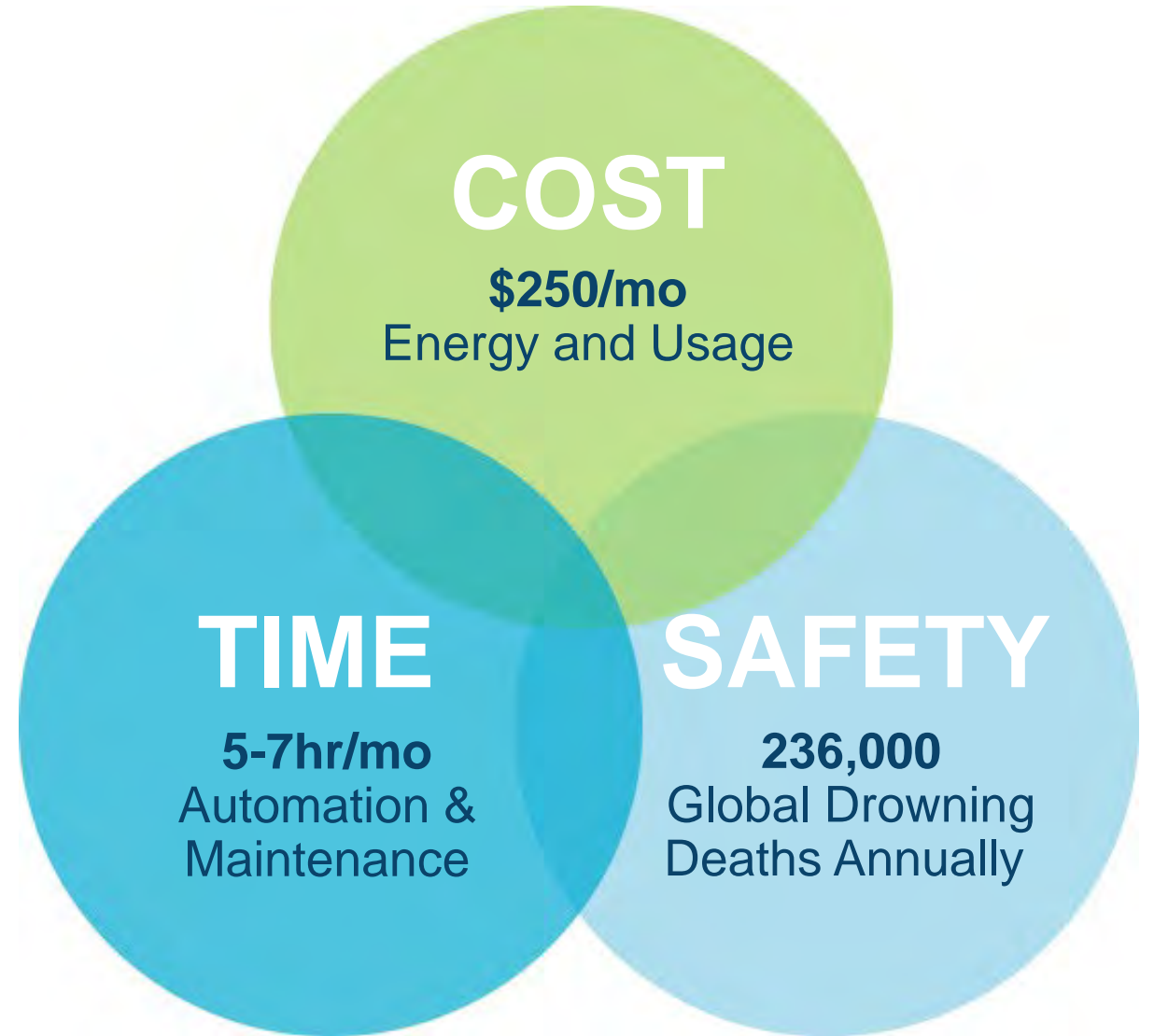


# The Pain of Pool Ownership

Owning a backyard pool is a matter of pride but often comes with a steep **energy** and **maintenance** cost, time commitment and added **safety** concerns

## Pool Pros have their Own Cons

Builders and service pros deal with problems in **planning inefficiencies** that add time/cost, added **liabilities** and poor **customer experience**



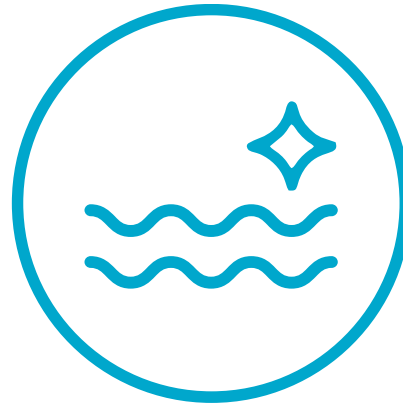
# Bringing AI into Pool Wellness & Experience

Using Data & Vision Insights for Enhanced Peace of Mind



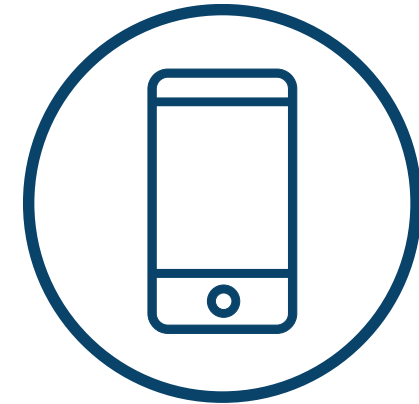
## Safety & Security

Improves overall safety – only **ASTM/UL 2017** approved camera in the US. Universal permitting.



## Maintenance & Operations

Tracks builds. After that, tracks pool health & usage – **Strava** for pools. Gives pros better maintenance insights



## Automation & Connectivity

Integrates with pool **software** as well as automation **equipment** to solve for **energy efficiency**

# Continuously Innovating to Create Smarter, Safer Pools

**Gen 1** advanced water safety industry standards but had limitations we wanted to improve upon

- It uses an off-the-shelf camera that integrates with the smart hub and that only supports 2.4 GHz.
- requires a smart hub to be installed inside the home
- requires an external siren to be placed outdoors
- Only way to power camera was with a standard with 35' electrical cable
- listed in accordance with ASTM F2208 (Type C, not Type B)
- conforms to UL 2017, but not listed



**CAMEREYE**



# Advancing the Pool Industry with Edge

- **Proprietary AI Camera** – 4k camera with internal 95 dB internal siren. Supports 2.4 GHz, 5GHz, and power over ethernet (PoE).
- **Indoor Wi-Fi Siren Alarm** – Rated above 95 dB. Helps meet ASTM F2208 Type B and Type C listing (FL requires Type B)
- **Wi-Fi Door/Window Sensor** – Helps meet UL 2017 listing compliance. When the door or window is opened or closed, the device is triggered, and a push notification is instantly sent to the phone based on personalized settings. Simple adhesive installation with flexible placement on various doors and windows. Multiple sensors can be added through the CamerEye app.

EDGE



CAMEREYE

# Advancing the Pool Industry with Edge

- **Edge Subscription Plan Included** – Provides the pool owner a lifetime of app-based features for monitoring, detection and notifications of what matters most. A value of \$96 per year for the lifetime of the product.
- **Free Builder Portal Access** – Enter builder ID on the app and camera is automatically added to builder's portal account to remotely oversee construction jobsites. Premier Build integration.

EDGE



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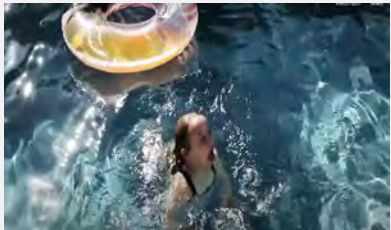
# Product Features

## AI Person & Pet Detection



- Can detect and analyze multiple people at any given time
- Toddler and pet recognition

## AI Behavior Detection



- Distress alert in 15 seconds
- Pool cleaning event
- Sends alerts to app, smart camera hub, and indoor siren alarm

## Pool Health and Usage



- Tracks pool health from continuous color observation, debris/dirt detection
- Bather load tracking & cleaning tracking

**CamerEye AI and Smart Hub in One** – Visual intelligence for safety and enhanced maintenance of the pool. Powerful edge computing held within the camera for when seconds matter.

**Best in Class App** – Live viewing, safety notifications, and pool data in the palm of your hand

**Indoor Wi-Fi Siren Alarm** – Rated above 95 dB for distinct and urgent audible warnings



**Automatic linkage to Builder Portal** – One click automatic registration into the builder portal

**Door/Window Sensor** – Added level of protection at key entry points for immediate notifications when triggered

# Universal Permitting & Acceptability

**EDGE meets two major pool safety standards adopted** within ISPSC and ICC (International Code Council) for pool alarms: ASTM F2208-08, UL 2017.

- **ASTM F2208-08 (pool alarms) Listing:**


- This specification covers devices that provide for rapid and automatic detection and alarm in cases of unintentional, unsupervised or accidental entry of a child one year of age or older into the water of swimming pools or spas. This specification covers four different types of alarms:
  - Type B, Subsurface—Pool alarm located below the water surface; **required by Florida in the current statute**
  - Type C, Pool Perimeter—Pool alarm located such as to detect movement at the perimeter of or above the water surface; and **Accepted by many states like CA etc.**
- **UL 2017 (door/entry alarms) Listing:**
  - Residential Water Hazard entrance alarms are devices or systems intended to be installed on gates, doors, or access barriers surrounding residential swimming pools, spas, or hot tubs for the purpose of sounding an audible alarm due to unauthorized entry into these areas. **Required by many states like TX, AZ etc.**




# Installation Overview

Installation in 3 Simple Steps

EDGE



The image displays the Camereye Edge camera system components. On the left is a white, bullet-style camera with a black lens and the 'CAMEREYE' logo. In the center is a smartphone displaying the Camereye mobile application interface. To the right of the phone are a white circular speaker and a white power adapter.

 CAMEREYE™

# Guaranteed Installation Program (GIP)

We are developing a Nationwide **network of independent installers available** for comprehensive installation services at a **guaranteed price**.

This program assists customers and dealers needing installations and ongoing support services, ensuring installs are completed within 5 calendar days\* from project assignment.

We will have more control and confidence knowing what can be expected.

# Favorably Priced for Builders

## Get the Edge with Volume Pricing

Each Pack has 6 CamerEye Systems

Each Edge System Includes 1 Siren & 1 Door Sensor

**\$899**

MSRP

**\$649**

Dealer  
Price

**SILVER**

1 - up to 5 packs

**\$599 per system**

(\$3594 per pack)

**GOLD**

6- up to 10 packs

**\$579 per system**

(\$3474 per pack)

**PLATINUM**

11- up to 25 packs

**\$549 per system**

(\$3274 per pack)

Accessories

**EXTERIOR SIREN ALARM**

**\$99**

**\$69**

**SMART DOOR SENSOR**

**\$79**

**\$55**

# CAMEREYECARES

**CamerEye CARES** supports our overall mission of creating safer, smarter pools through water safety advocacy and charitable and research initiatives that support families and communities.

*We exist for every child, every family for their safety and peace of mind.*



# CamerEye CARES Initiatives

For every CamerEye Edge purchase, CamerEye will donate a swim lesson in the name of the builder.

- **Legislative and Code Changes on the Federal and State Levels**
- **Safety Code Compliance Programs & Initiatives**
- **Safety Standards and Recommendation Committees including**
  - **ASTM International**, leading the "Technology" sub-task team for ASTM Committee F15 - Computer Vision Based Drowning Detection Systems for Residential Swimming Pools. Also, a member of the "Draft" sub-task team.
  - **US National Water Safety Action Plan (USNWSAP)**
  - **Water safety committee** - Texas, Florida, Missouri
- **Drowning Prevention program** support and education, in partnership, with the non-profit community and federal government agencies including *NDPA, American Red Cross, PHTA's Step Into Swim, Safe Kids Worldwide, and the Pool Safety Campaign Collaborator.*
- **Pool Safety Campaign Partner** by Consumer Product Safety Commission (CPSC) <https://www.poolsafely.gov/>
- **CamerEye safety programs and education** through speaker sessions, webinars, media interviews, contributed articles and more.



# Creating Safer, Smarter, More Sustainable Pools

## SAFER

- Constant monitoring 24/7 with a second set of eyes on the pool
- Detection and alerts for toddlers, people and pets in and around pool areas, differentiating from other moving objects.
- Detection and alarms for swimming distress within seconds for fast response

## SMARTER

- Smarter insights of pool health and usage through data dashboard to reduce maintenance and costly repairs
- Check status of you pool safety and readiness from the palm of your hand
- Integrated features that grow with your pool and family needs

## MORE SUSTAINABLE

- Upcoming AI- assisted automation features to provide ease, convenience, cost savings and reduced energy consumption

# Future releases with IoT Integration: **Pool Automation**

Using Data & Vision for(energy) efficient pool automation

Combining **visual** insights with pool pad data makes automation way smarter

- Pumps
- Heaters
- Valve Actuators
- Chlorinators
- Lights



Jandy IQPUMP01



CamerEye  
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# Creating a Smart & Sustainable Pool

By **integrating & optimizing** the various pool equipment, we **reduce energy costs** of residential pools.

By **partnering with a major aggregator**, we are helping homeowners participate in utility programs so that they can **earn revenue** on their pools.





# Leading the Pool Ecosystem with AI



CAMEREYE

LEVERAGING DATA TO IMPROVE PRODUCTS AND OVERALL USER EXPERIENCE

**Pool Alarm Safety Competitive Overview - AI Based Solutions**

<b>Outdoor Home Solutions:</b>	<b>CamerEye</b>	<b>Pool Scout</b>	<b>MYLO</b>	<b>Swam Cam</b>
<b>Pool Safety</b>				
AI Person Detection	Perimeter based person, toddler recognition	Person recognition	Person recognition	Motion recognition
AI Pet Detection	Dog and cat model recognition	X	X	X
AI Behaviour Recognition	Distress, pool cleaning behavior	X	Underwater drowning recognition (motion)	X
Model Training	3 years of training data	6 months in the market	Low training data	No training infrastructure
Video Monitoring	Cloud based event and CVR storage	X	X	Event recording, no CVR
Notifications	On premise, App based, SMS+Call a Friend Feature	On Premise, app based	On Premise, app based	On Premise, app based
Integrations	Smart Siren, Door/windor sensor integrations	X	X	X
e911	Partnership with RapidSOS	X	X	X
<b>Builder Project / Software Integration</b>				
Integrations	Fluidra - Pro Edge Build	X	X	X
Live video feed	Web based streaming	X	X	X
One click access	Using builder ID	X	X	X
Jobsite notifications	AI events in the builder portal	X	X	X
Time lapse videos	Up to 1 year of images - 10s/30s/1min	X	X	X
<b>Service Pro / Software Integration</b>				
Integrations	Fluidra - iON	X	X	X
Live video feed	Web based streaming	X	X	X
Maintenance Assist	Pool health, usage and chemistry data access	X	X	X
Service Pro Uses	Data based service routing optimization	X	X	X
<b>Other</b>				
Awards	Best Builder Product 2023; PSN Top 50 2022; PoolPro Best New Product 2022	X	X	Best new product outdoor living 2021- PSP Expo

**CamerEye is leading the industry in product innovation, software integrations, and customer collaboration to offer the best pool safety and operations solutions to both Homeowners and Pool Professionals**