Agenda

- Alarm.com Overview

- Alarm.com Differentiators

- Interactive Services

- Image Sensor

- Intelligent Automation

- Video Solutions

- New Releases

- Partner Tools

Market Leading Innovation

ALARM.COM

2000 — Alarm.com Founded

2003 — Industry 1st Wireless Interactive Security

2006 — Nationwide GSM Support

2008 — Integrated Video as a Service

2009 — Industry 1st Native Mobile Apps

2010 — Integrated Energy Management & Home Automation

1M Subscribers

2012 — Industry 1st Image Sensor

2013 — 1st Fully Integrated Garage Doors

2M Subscribers

2014 — LTE Support

2015 — 1st Smart Home App for Apple Watch, VoLTE

IPO ALRM

2016 — SEM System Enhancement Module, Integrated Doorbell camera

2017 — Insights Engine, Acquired ObjectVideo, Connect and Piper

5M Subscribers

5 Million Subscribers

Tens of Millions Connected Devices

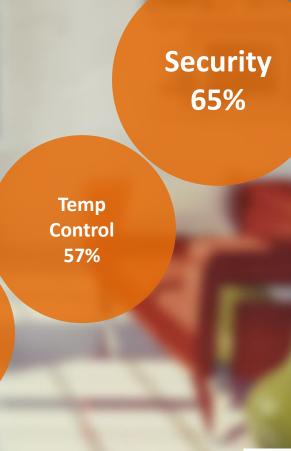**Over 30 Billion** Data Points
In the last year alone

Largest Platform for Intelligently Connected Properties

powered by ALARM.COM®

Metrics as of March 15, 2017

Security is #1

We asked, "What features are you willing to pay for in a smart home?"

Security 65%

Temp Control 57%

Sensors 48%

Lighting 46%

Entertainment 42%

Appliances 23%

COLDWELL BANKER

Professional Installation Continues to Dominate the Security Market

% of professionally monitored home security systems:

94% Professionally Installed

6% Self-installed

First to Market, First to Market Features

Severe Weather Alerts

"This service **saved our lives**…"

RANDY, ALARM.COM USER

Geo-Services

"Energy Efficiency Product of the Year" at CES

CONSUMER ELECTRONICS ASSOCIATION

Smart Thermostat

"Alarm.com,…is introducing perhaps **the smartest thermostat ever**…"

CEPRO

Next Generation of Smart Home technology

ALARM.COM now

Unexpected Activity: Back Door was Opened at 12.30pm on Wednesday 3/1
Press for more

Press home to unlock

Unusual Activity Alerts

"One of the **coolest integrations we saw on stage**… Alarm.com"

WIRED APPLE WATCH LAUNCH

Smith Home 12:15
Security Armed Away
Locks Locked
Lights
72 Thermostat

Apple Watch

Google Home

"Alarm.com-powered homes now have the ability to use voice commands with their Google Home"

SECURITY SALES

"New system integrations mean that you'll be able to control your Alarm.com setup on your television – or by chatting with Alexa"

CNET

Amazon Echo

Apple TV & Amazon Fire TV

"**Alarm.com's Fire TV app makes the television the latest interface** for Smart Home technology"

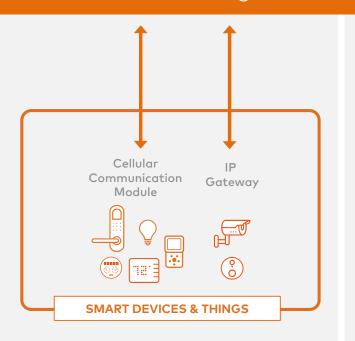SECURITY SYSTEM NEWS

ALARM.COM

OPEN, FLEXIBLE ECOSYSTEM

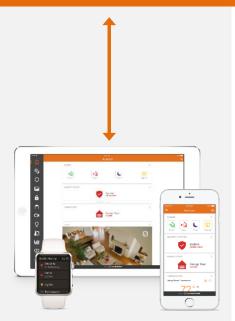# How Alarm.com Works

ALARM.COM CLOUD PLATFORM

SMART DEVICES & THINGS

Cellular Communication Module

IP Gateway

PROFESSIONAL INSTALLATION

CUSTOMER SERVICE

SUBSCRIBER SUPPORT

FULFILLMENT DISTRIBUTION

EMERGENCY RESPONSE

Managed Network
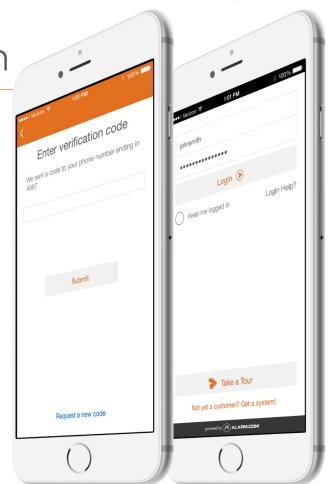
Intuitive User Interface

3rd Party Services

Two-Factor Authentication

- Every Time or Only Unknown Devices

- Available For All Customer & Dealer Platforms
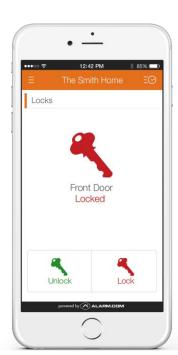
- Easy to Delete Lost or Stolen Devices

INTERACTIVE SERVICES

Interactive Security

Advanced technology for the next generation of security services

- Crash & Smash
- Power Outages
- Geo-Services
- Severe Weather
- Image Sensor

Exclusive Crash & Smash

Alarm.com

Suspected CRASH & SMASH Alarm
(at the Smith Home)
Monday, 02/20, 7:27pm

Cancel   OK
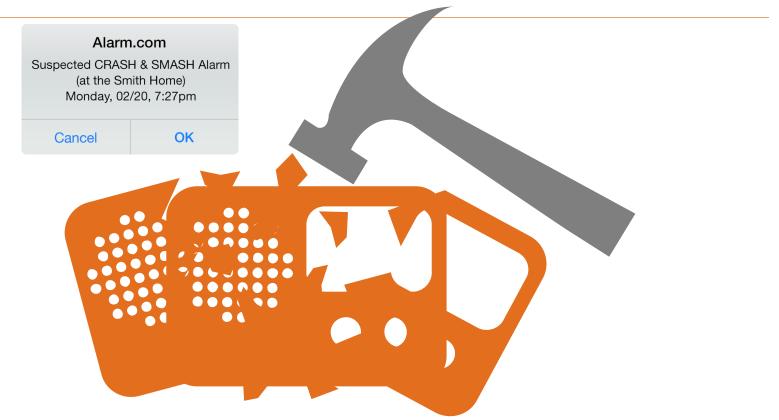
SYSTEM ENHANCEMENT MODULE

Honeywell Vista

10P, 15P, 20P
(2005+)

DSC PowerSeries

PC1616, PC1832, PC1864 (version
4.2 or newer)

> 375 Partners and Counting

Geo Services (Use phone location to trigger automation)

Geo-Services Features

SECURITY

- Arming Reminders
- Sensor Left Open
- Garage Left Open
- Lock Left Unlocked
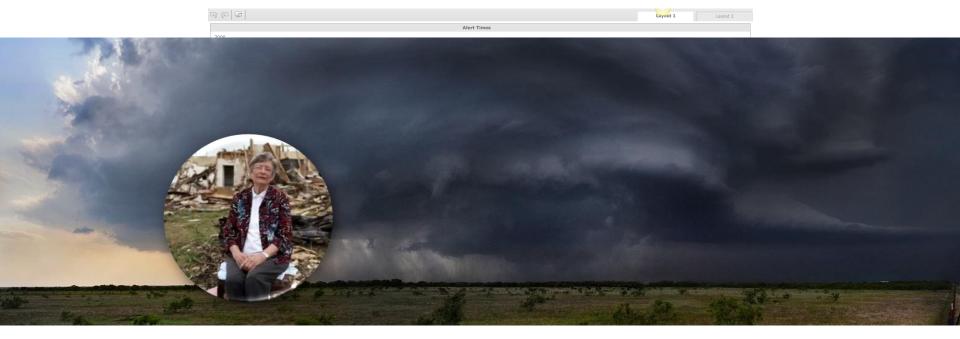
AUTOMATION

- Thermostat Override
- Light Automation
- Pause Video Recordings

Severe Weather Alerts

Integrate external data from National Weather Service

Life saving alerts for tornados, thunderstorms

Power Outages

- Power failure/restoral
- Real-time info for outages in 1-10 mile radius

✓ Alarm.com Exclusive

Unified Customer Experience

Accessible Anywhere, Anytime, Any Device

ALARM.COM IMAGE SENSOR

INTRODUCING IMAGE SENSOR V3

Battery Life
3+ Years

Improved Night Vision Quality – Better
IR Flash & Increased Contrast

VGA Image Quality
4x Higher Resolution

New Design Optimized to
Match Motion Detection
FOV

Increased Signal Strength
With New Range Extender

Improved Color Quality – New Cut
Filter Reduces Light Source
Discoloration

Wider FOV
63º (Horizontal)

Comparison—ISV2 to ISV3

V2

V3

AUTOMATION
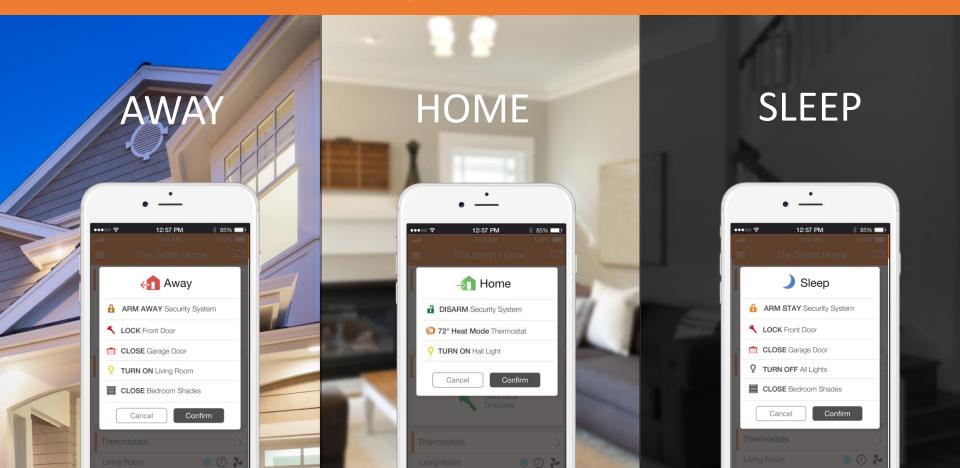
Intelligent Automation

Integration of devices across the system for a unified and coordinated experience.

- Smart Schedules
- Triggered Automation
- Personalized Rules
- Geo-Services

Just One Tap Sets The Scene

ALARM.COM

AWAY

HOME

SLEEP

AUTOMATION DEVICES

Lock Support

- Remote Control

- Scheduled User Codes

- Temporary Access

- Event Notifications

- Rule Triggers

Garage Doors

- Alerts & Notifications

- Remote awareness & control

- Rules integration

LiftMaster®

Openers made after 1998

1

MyQ logo on opener

Internet Gateway

2

Purple or gray wire on opener

MyQ Wall Control & Internet Gateway

LiftMaster® **CHAMBERLAIN**

CRAFTSMAN®

Most openers made after 1992

3

MyQ Garage (Universal Wi-Fi Hub)

LiftMaster® **CHAMBERLAIN**

CRAFTSMAN® **GENIE**

Linear® **STANLEY**

Nortek Z-Wave Garage Controller

- Z-Wave Control
- UL-Certified
- Easy Install/Retrofit
- Actionable Notifications
- App Control
- Intelligent Rules Integration

ENERGY MANAGEMENT

Energy Management

Comprehensive energy management delivered through enhanced learning, location based optimization and responsive savings.

- Intelligently Connected
- Responsive Savings
- Geo-Services
- Water & Solar Integration
- Smart Thermostat

Even

An Smater
A Smarter
Thermostat

Introducing the
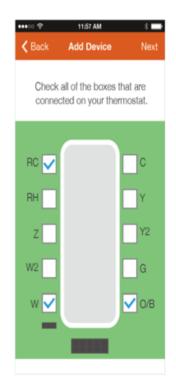
Alarm.com Temperature Sensor

Smart Thermostat Tips
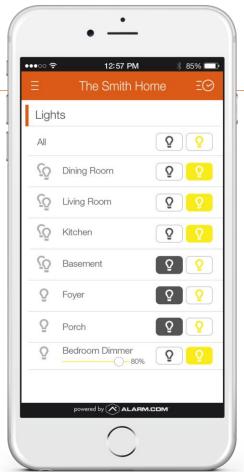
- Can be AC powered or battery operated

- Compatible with 24V HVAC systems

- Recommended limit of 5 per system

- Don't match colors!

- Utilize setup wizard

Lights & Appliances

- Remote control & dimming

- Custom Schedules

- Automation Rules

- Small appliance remote control

Water Management
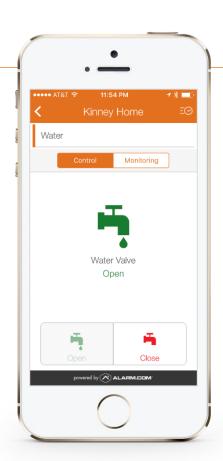
- Sensor status and leak alerts

- Sump pump monitoring

- Remote control water valves

- Automatic water shut-off
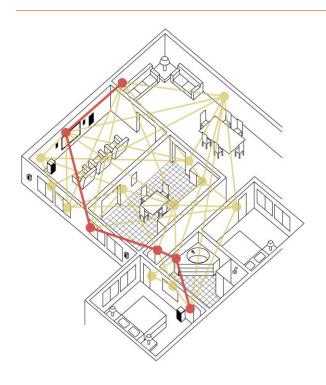
Z-WAVE

Z-Wave Mesh Network

- 908Mhz protocol

- Push-button enrollment

- Make use of repeaters
  - AC powered devices

- 30ft practical range

Cost Effective Repeater

Lutron Integration

Seamlessly connect industry leading light & shade control

- Mobile App Control

- Interactive Service Integration

- Easy to Establish Scenes for Full Room Control

- Security Event Triggered Actions

VIDEO MONITORING

Complete Video Solution

Smart Cloud Recording

- Securely stored off-site
- Camera and system triggered video

Unlimited Live Streaming

- Available anywhere
- Web and mobile

24x7 Continuous Recording

- Bandwidth efficient
- Will not affect regular internet usage
- Keeps working in internet outages

Versatile Video Device Lineup

ADC-V522IR

ADC-V722W

ADC-V622

ADC-VDB105

ADC-VDB101

ADC-SVR100

ADC-VC726

ADC-VC736

ADC-VC826

ADC-VC836

ADC-W100

ADC-SVR122

NEW! Indoor/Outdoor Video Wireless Solutions

ADC-V522W

Indoor Wi-Fi CAM

ADC-V722W

Outdoor Wi-Fi CAM

- Wi-Fi Cameras

- Indoor/Outdoor w/IR Night Vision

- Indoor V522W has Built In Two Way Audio (ETA October 2017)

- 1080p (2MP) High Definition Video

NEW! Hardwired Video Solutions

ADC-VC726

PoE Mini

ADC-VC826

PoE Dome

- Indoor/Outdoor w/IR Night Vision

- Tamper Resistant & IP67 Water Resistant / Dust Tight

- 1080p (1MP) High Definition Video

- Power Over Ethernet (POE) w/CAT5E

180° Camera: ADC-V622

Monitor an entire room with just one camera

ALARM.COM

1080p with Enhanced Zoom

180° Field of View

Call Out Button for Two-Way Audio

Bluetooth Music Streaming

Voice Install Prompts

ADC-622
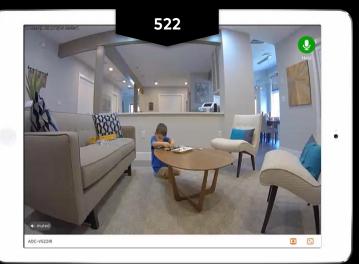
522

622

521
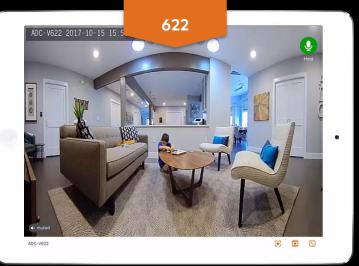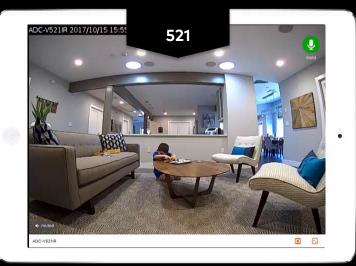
See the
Difference

SERVICE PLANS

Service Plans

Base Video Package

Pro Video

Live Video

Cloud Saved Video

Doorbell Camera

Mobile and Web access

Cloud Alerts

Up to 4 cameras

1000 Video Clips

Video Add-Ons

Video 24x7

Continuous Recording

Video Expansion Packs

Added Cameras

Added Storage and Bandwidth

ALARM.COM VIDEO PRODUCTS

Stream Video Recorder

Continuous recording

8 Now with 8 camera support

Onsite recording with cloud accessibility

Fully integrated into Alarm.com platform

New price point

ALARM.COM®

Local HDMI port

Live and recorded playback

8 cameras

500GB or 1TB options

SVR122

In Home Monitoring

Amazon Fire TV

ALARM.COM WIFI DOORBELL CAMERA

Doorbell Camera

🔔 Doorbell Notifications

📞 Live 2-Way Audio

🎞 Recorded Clips
   Button-Triggered
   Motion-Triggered
   Event-Triggered*

🔑 Unlock Door From Call

💡 Intelligent Lights
Automation

Camera Features

Multi-Color LEDs
(Color Night Vision)

HD Video Camera

Motion Sensor

Main Button

LED Indicator Light
(16mil color combo)

Digital Microphone

Speaker

0.9 in / 2.2 cm

2.8 in / 7.1 cm
1.9 oz / 53.8 g

SKYBELL

Wide angle lens

Full color night video
LED turns white

Do Not Disturb Mode
Mute the indoor chime

Customize LED color

Motion sensor

Slim Line Doorbell Camera

FEATURE	SLIM LINE	SKYBELL HD
Width	1.4 inches	2.8 inches
Resolution	720p	1080p
Night Vision	Infrared	Full Color
Motion	PIR	PIR
Audio	2-Way	2-Way
Power	Doorbell Power Circuit	Doorbell Power Circuit

ALARM.COM SMARTER BUSINESS SECURITY

What our business customers have to say

Smarter Business Security

We're embracing Small and Medium Businesses
Why?

Underserved Area

Serviced by the Same Familiar Hardware

Expanded Support Available
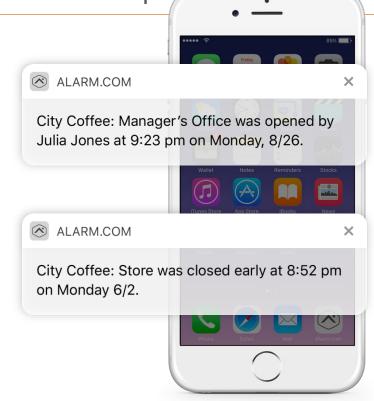
LARGE
1%

MID-SIZED
20%

The **majority of U.S. companies** are considered small

(<4,000 sq ft)

SMALL
79%
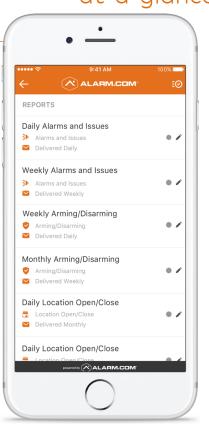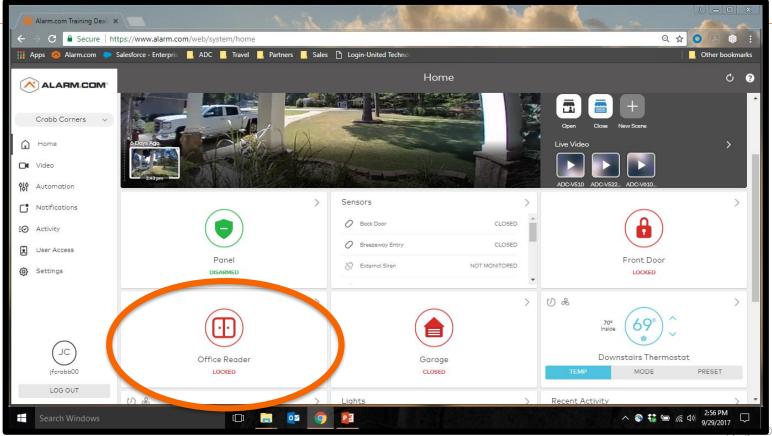
Product Focus

Access

Website lock control

KINGS COUNTY BREWERS COLLECTIVE
BROOKLYN, NEW YORK
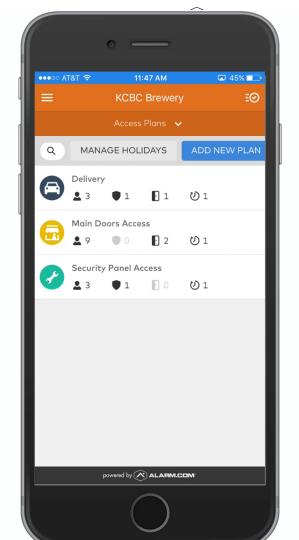
Mobile user manageme

- **Easily add/remove users from mobile**

- **Combined alarm code & access control user management**

A Unified Solution

Security

Video

Access

Energy

ALARM.COM WELLNESS

Aging in Place With Smart Home Tech

87%

age 65+ want to stay in current home as they age

80% retirees interested in new tech to reduce home expenses

76% interested in tech to monitor health at home

*Sources: AARP; Merrill Lynch-Age Wave Survey

ALARM.COM

Next health wearable?
Your home.

Sensors for convenience and security find a higher calling in health and wellness

ALARM.COM®

WELLNESS
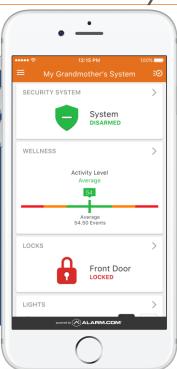
Alarm.com Wellness: Caregiver Data Analysis

- Anytime, anywhere wellness assessment & assistance

- Connects caregivers to their loved ones

- Helps people gracefully age in place

Dashboard Overview

Activity Detail

Sensor Summary

Builder Program

Model Home Program

Model Home Management

Community Home Program

ALARM.COM PROPERTY MANAGEMENT

Smarter Property Management Solutions

powered by ALARM.COM®

Multi-site Management Architecture

CUSTOMER ENGAGAEMENT

Voice Control: Just Say the Word

Alexa, ask Alarm.com:

to Arm Stay my system

to lock the front door

is my garage is closed?

to record a video clip

to turn off all the lights

what's the temperature in here?
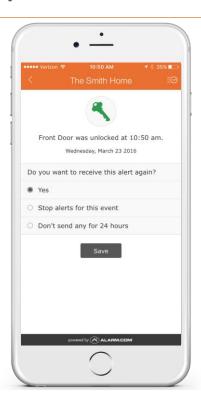
Alarm.com Insights: Unexpected Activity Alerts

Auto-Generated Alerts

Actionable Notifications

Adapts to Customer Feedback
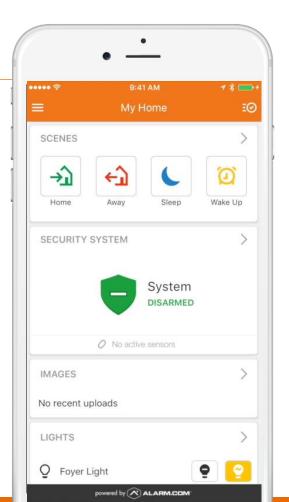
Irrigation Integration

- View Latest Status
- Pick Specific Zones
- Run Schedule
- Set Rain Delay

Audio Integration
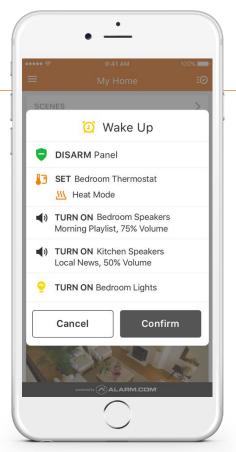
Goals:

Enable faster time to music via Alarm.com system and app integration

Synergy with other smart home devices

Hardware
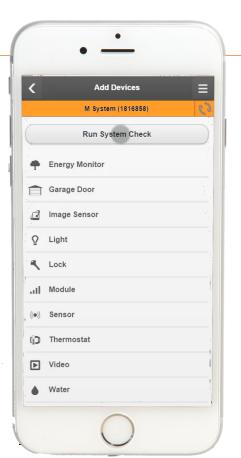
OnQ ADM

In Pilot

SETUP AND INSTALL

System. Check!

- Press One Button, Check Entire System

- Identify & Troubleshoot Issues
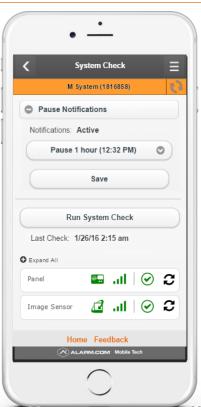
- Initiate On-Site or Remotely

Pause Notifications

- Automatically paused prior to first time customer login (or 24 hours after creation)

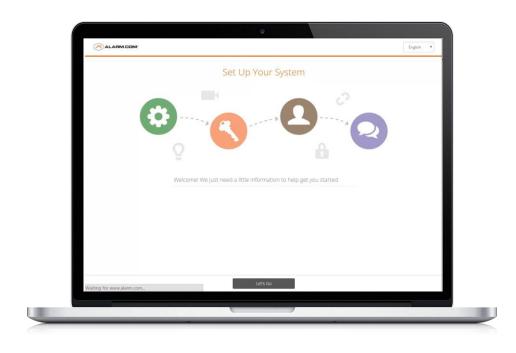- Pause during servicing & troubleshooting through MobileTech or Dealer Site

Getting Started

- Step-by-step guided setup for user

- Lets field techs focus on what they do best

- Improved first-time activation process

- Consistently excellent customer experience

PARTNER SERVICES

MobileExec

Data as of: October 20, 2014

ACCOUNT BASE

	Last 30 Days	Last 365 Days	Account Base
Activations	4,560	52,394	131,341
Login Rate	75.7%	80.1%	80.6%

Trailing 12 Month Attrition
10.9%

LAST 30

Metrics in this section apply to accounts created in the last 30 days with the exception of terminations.

Activations	4,560
Login Rate	75.7%
Not Responding	0.7%
Not Arming	5.4%
Terminations	1,528

Supported Features

2014   2013

% Customers With Product Feature
14.8%

TROUBLE CONDITIONS

Poor Signaling	4.7%
Malfunction	3.3%
Radio Not Responding	1.9%
Panel Phone Line Failure	1.8%
Panel Low Battery	1.7%

Compared over the last 365 days.
Trouble Condition Rate Variance
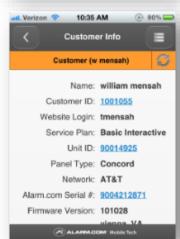**24.0%**

Poor   Malfunction   Radio Not   Panel   Panel Low

powered by ALARM.COM

Alarm.com Resources

- New Dealers – alarm.com/newdealer
- Dedicated Dealer support staff – (866) 834-0470
  - Monday – Friday: 9am EST – 9pm EST
  - Saturday: 10am EST – 8pm EST
- ADC Dealer website – alarm.com/dealer
- ADC MobileTech – alarm.com/mobiletech
- Weekly free webinars on various subjects
- Personalized webinars can be arranged
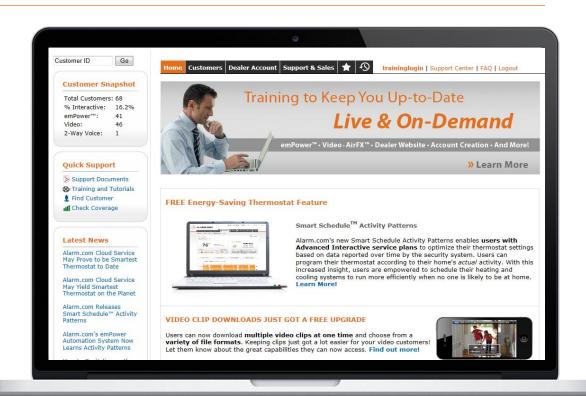- Friendly and dedicated staff

Partner Portal

- Easy Account Creation

- AirFX Remote Toolkit

- Extensive Support Documentation

- On-Demand Training

- Adjust Account Settings

- Permissioned Access

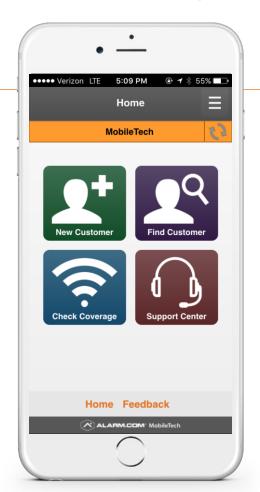# Mobile Tech App.

- EZ Install

- System Check

- Remote Health Monitoring

- CORE Support

Marketing Portal

- Wide range of professionally designed materials
- Add your logo & contact info
- Free downloads

Customer Connections

- Activate, Engage & Up-Sell/Upgrade existing customers

- E-mail, Panel, Customer Site messaging (App coming soon)

- ALL mobile optimized (~70% of our customers read & respond on mobile)

- Your brand & the services you offer

- FREE!

Premier Partner Program

Partners meeting minimum annual interactive account creation and login rates.

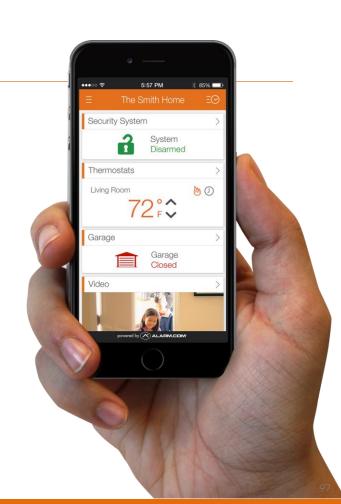| Standard	Bronze (52)	Silver (156)	Gold (1040)	Platinum (5200)
• Dealer Webpage	• $500 MDF	• $1250 MDF	• $2000 MDF	• $4000 MDF
• Branded customer site	• Branded Mobile App	• Panel branding access	• Free panel branding	• MobileSales branding
• MobileSales	• Customer Lead Service		• Custom design services	• Custom marketing services
• Customer Connections			• Custom MDF usage	
• Marketing Portal				

TRAINING OPPORTUNITIES
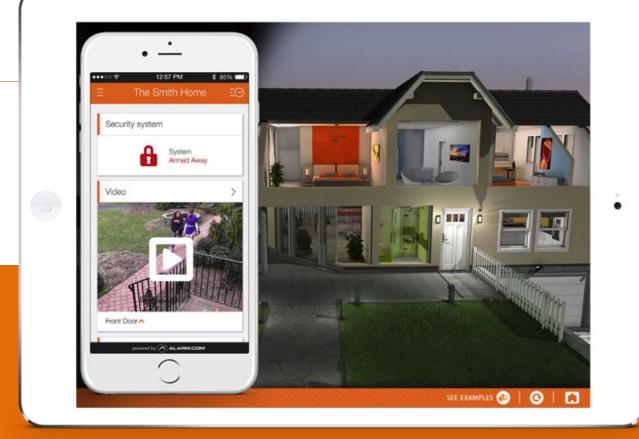
Virtual Customers

- Walk prospects through a complete system – virtually!
- Forget about maintaining demo equipment
- No need to show personal systems

MobileSales

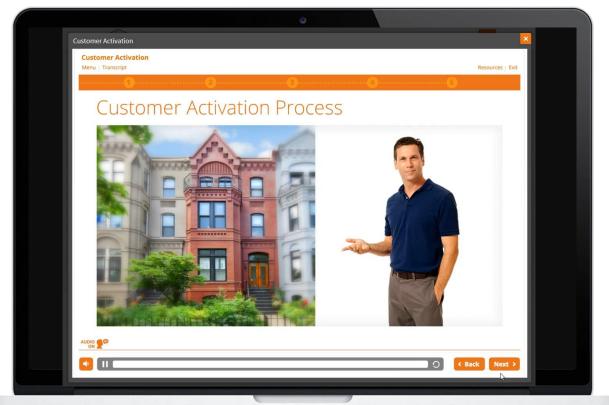# Academy HQ

Academy Tour

Academy Online

Academy Online

"Very clean exam regarding the ease, use and flow.

You must know the material … I am a Security

instructor

and found this to be outstanding."

QUESTIONS?