



Poll Results:

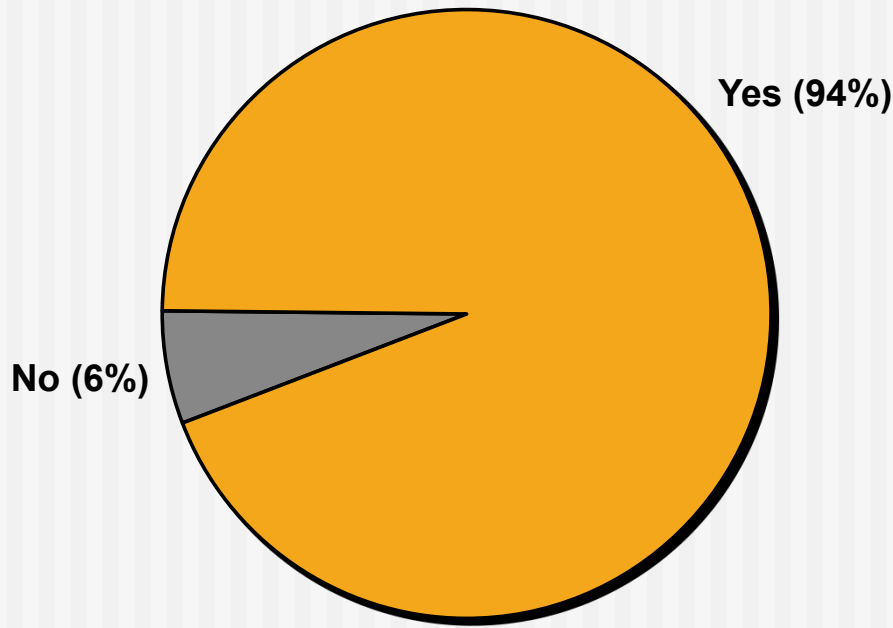
American Voters' Views on Police Body Cameras

August 2015

- Sample Size: n=1,000 completed interviews random nationwide
- Sample: Provided by Labels & Lists; drawn proportionally nationwide
- Eligibility: Registered Voters
- Interview Method: Telephone; Landline 68% / Cell 32%
- Margin of Error: 3.1%
- Interview Dates: August 19-25, 2015
- Prepared for: Utility, Inc.

T1: Awareness of Police Incidents -- More than nine-in-ten Americans (94%) say they have heard or read about recent "controversial incidents involving citizens... police." This near-universal awareness is remarkably high for news stories; the subject is seared into the American consciousness. High awareness stretches across every region of the country -- hitting a high of 97% in the Midwest -- across every political party and age group and is 93% for African Americans.

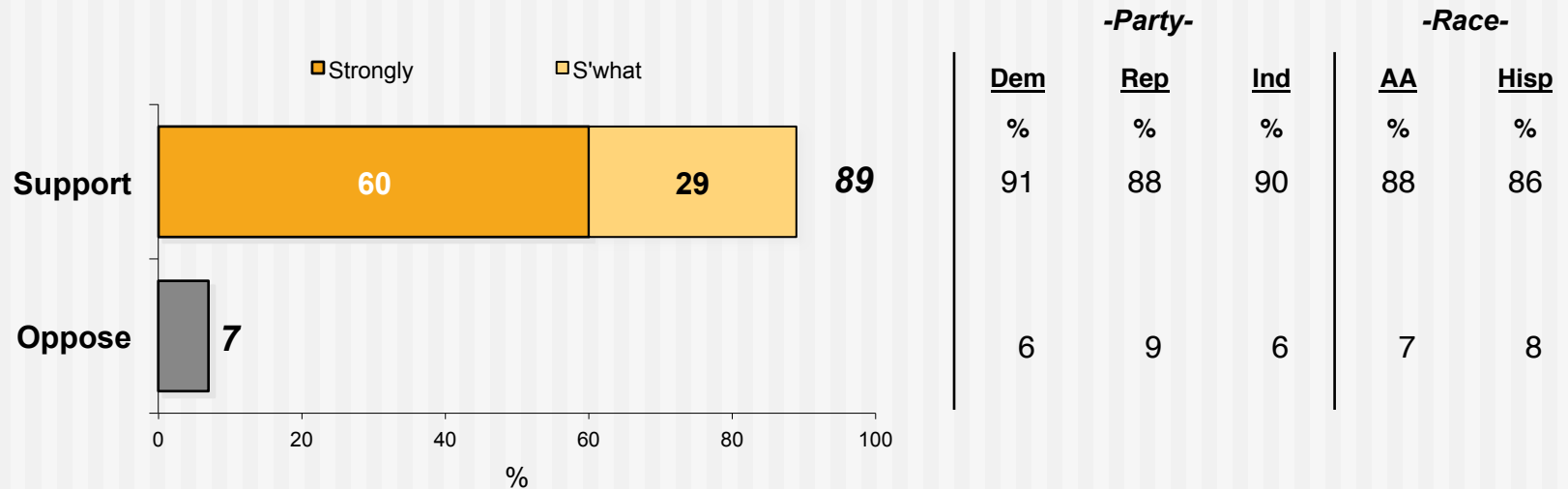
Have you heard or read anything over the past year about controversial incidents involving citizens killed or harmed by police or while in police custody?



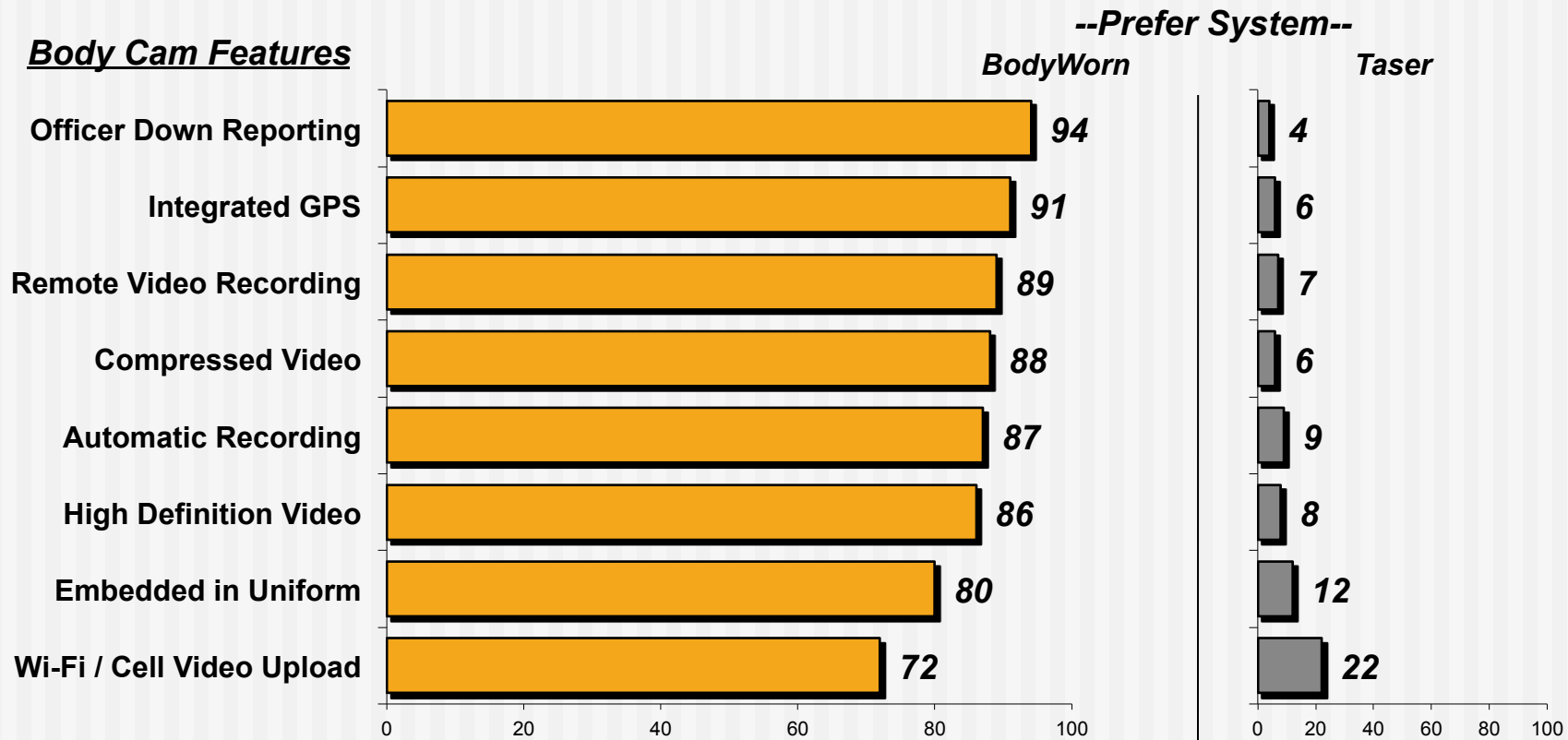
| Highest Awareness Among: | |
|---------------------------------|-----|
| Midwest | 97% |
| Suburbs | 97% |
| Age 50-64 | 97% |
| College Graduates | 97% |

T2: Support for Police Body Cameras -- 89% of Americans support equipping police with body cameras including a three-fifths majority who "STRONGLY" support. In a rare occurrence in U.S. society today, about nine-in-ten in every party -- Democratic (91%), Republicans (88%) and Independents (90%) -- all agree in their support for police body cameras. Such unanimity creates a strong political imperative for action to equip officers quickly.

Some people have proposed that police officers be equipped with body cameras that record their interactions with citizens and criminal suspects. Do you strongly support, somewhat support, somewhat oppose or strongly oppose equipping police officers with body cameras?



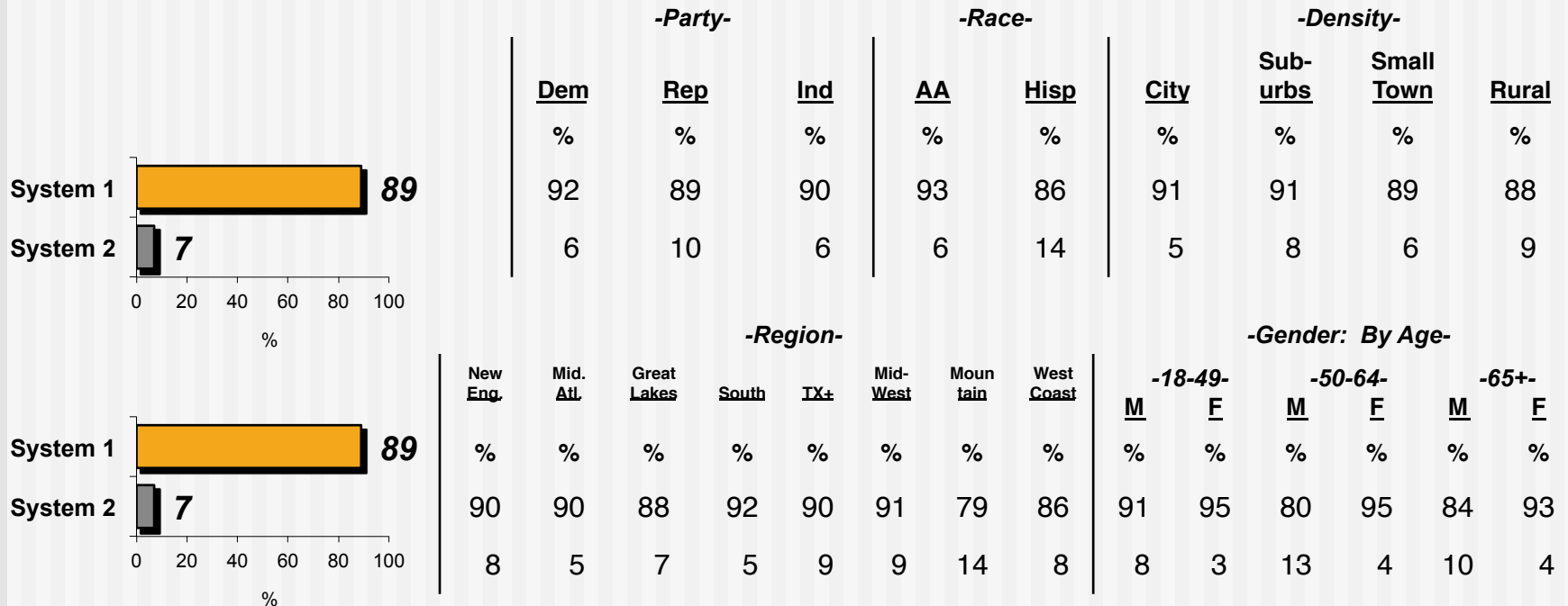
T3: Best Choice of Police Body Cameras: By Features -- Americans clearly prefer the BodyWorn technology of the Smartphone camera and its software capabilities to the Taser Camera system. On eight feature dimensions, BodyWorn's capabilities are preferred in a range of 94% to 4% (Officer Down notification) to a "low" of 72% to 22% (Instant wi-fi / cell network video upload vs. End of shift camera docking video download). On average across all eight features, the BodyWorn capabilities are preferred by 86% to 9%... a 9:1 margin (see Tables 5 through 12 for details).



T4: Bottom Line Preference – BodyWorn vs. Taser -- When the features of each camera system are summarized, 89% of U.S. voters express a decisive preference for the BodyWorn Smartphone camera software technology. This dramatic verdict is consistent across party lines, racial groups, geographic region, gender and age. In fact, the 89% to 7% judgment in favor of the BodyWorn product is so complete and extensive it is likely to apply in near equal proportion to any electorate in America no matter how urban or rural, Democratic or Republican, minority or white, young or old.

So, in summary, if the police in your local area or state were to acquire policy body cameras, which system do you think would be better...?

- System #1 called the BodyWorn camera with GPS and real-time communications that can automatically start video recording, and immediately uploads videos with location data to cloud storage through a cellular or Wi-Fi connection.
- OR--
- System #2 camera from the Taser company has a manual on-off switch, no GPS, no communications with Central Dispatch, and stores video in the camera until the end of the shift when the officer goes back to the police station and uploads larger videos to cloud-storage.

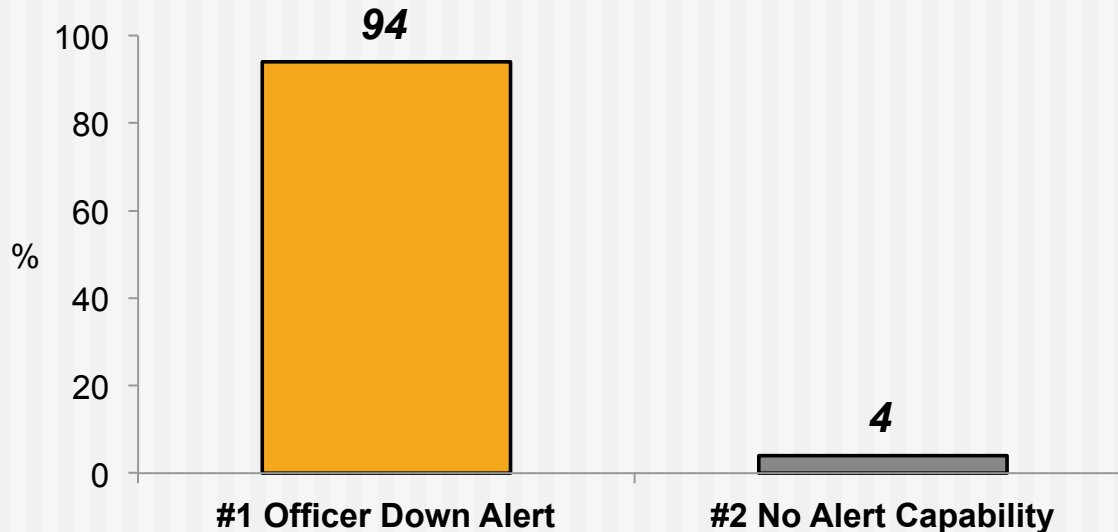


T5: Specific Feature Preference: Officer Down Alert -- By 94% to 4%, U.S. voters prefer the BodyWorn capability that uses GPS to alert Central Dispatch if an officer is no longer in vertical standing position.

Which do you think is better -- #1 or #2?

System #1 uses its GPS to provide an automatic “Officer Down” emergency alert to Central Dispatch with the Officer’s exact location if the Officer goes down and does not respond to voice prompts from the body camera.

System #2 is simply a camera with no GPS or “Officer Down” reporting capability.

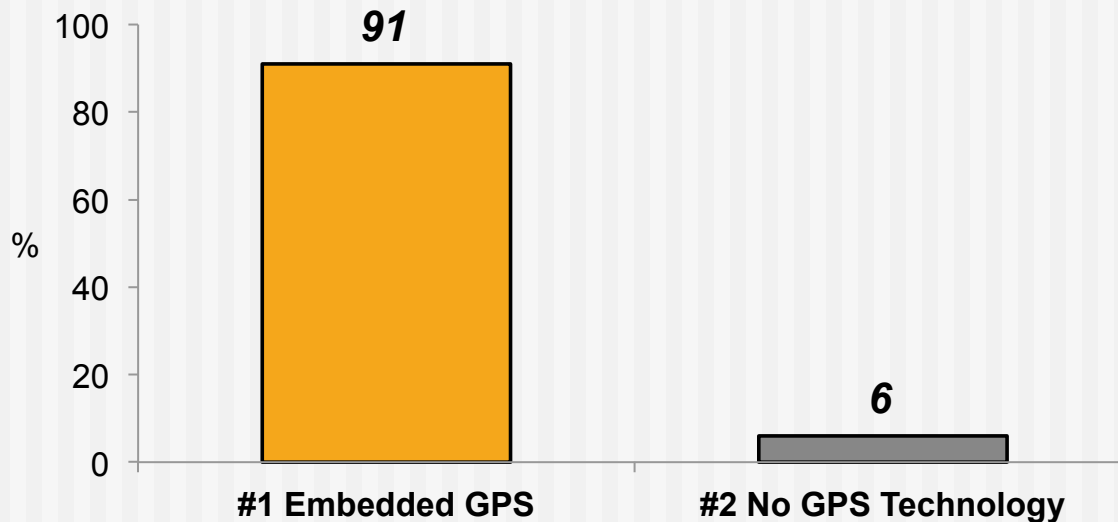


T6: Specific Feature Preference: GPS Tagging -- By 91% to 6%, Americans express a decisive verdict in favor of the BodyWorn GPS tagging system to accurately track where a video was shot over the competing system with no GPS.

Which do you think is better -- #1 or #2?

System #1 has embedded GPS so each video always accurately reports the exact location of the officer and where the video was recorded.

System #2 is simply a camera with no GPS technology so when these police camera videos are used as evidence, the location of the event must be determined using other factors.

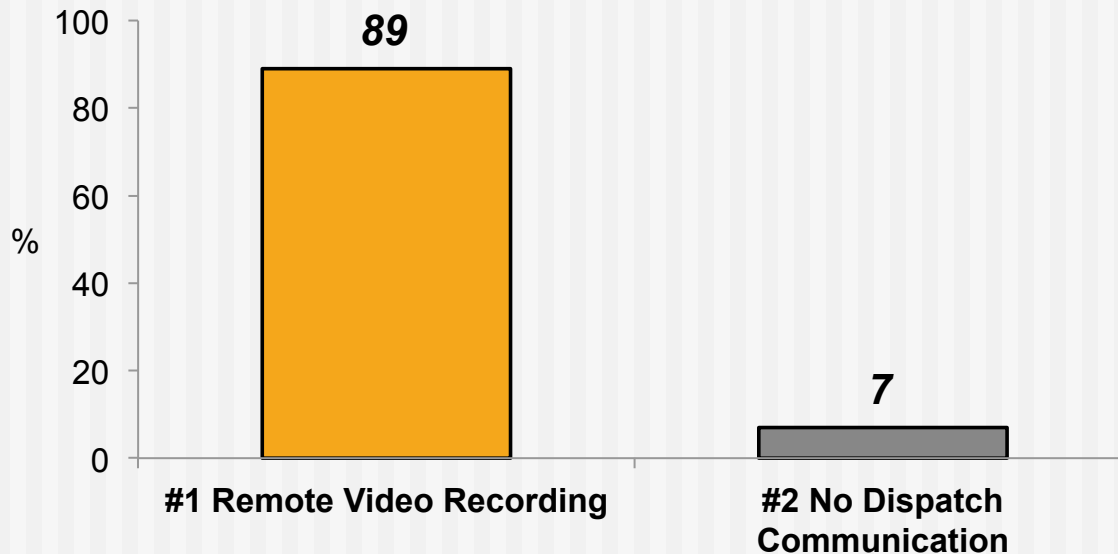


T7: Specific Feature Preference: Remote Video Recording Capability -- By 89% to 7%, the body camera system that allowed remote Central Dispatch to activate video recording on an officer's camera and send alerts to nearby cameras is seen as a benefit over the camera-only based system with no such connection.

Which do you think is better -- #1 or #2?

With System #1, during an emergency event, Police Central Dispatch can remotely start video recording and send alerts to ALL their cameras within a specified area.

System #2's Police Central Dispatch cannot communicate with the camera at all.

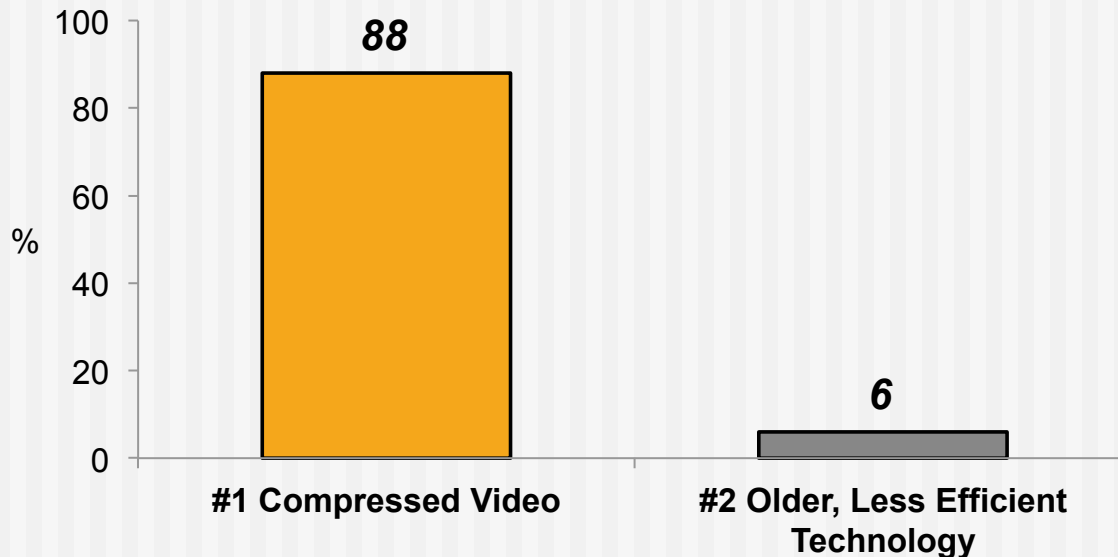


T8: Specific Feature Preference: Compressed Video -- By 88% to 6%, U.S. voters clearly support a compressed video format technology over a older less efficient system whose video files are larger and thus, cost more to store.

Which do you think is better -- #1 or #2?

System #1 uses modern video compression technology to minimize the video file size.

System #2 uses older less efficient video recording technology that results in video file sizes that are twice as large, and therefore the storage cost is also twice as much.

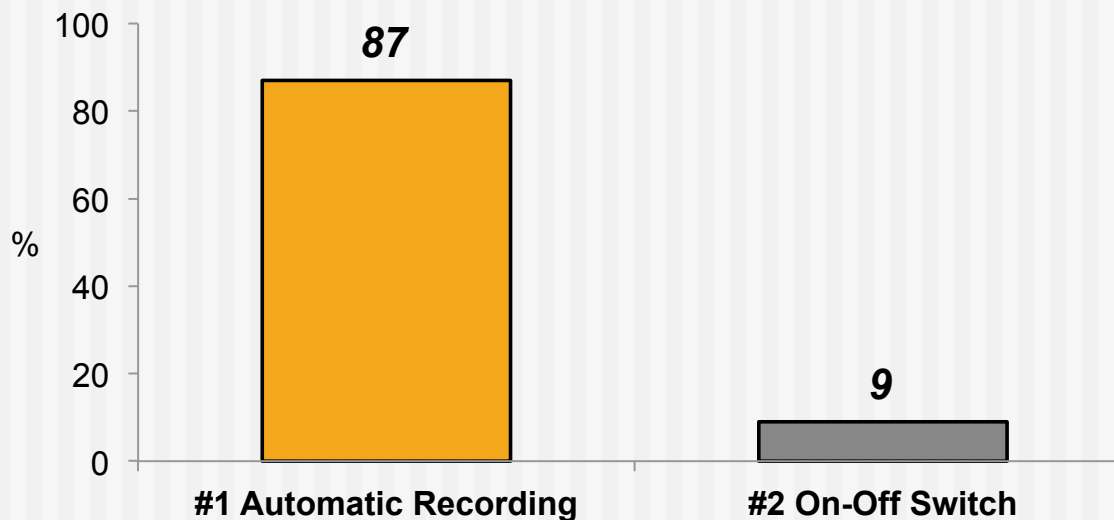


T9: Specific Feature Preference: Automatic Recording -- By 87% to 9%, the Smartphone camera system embedded in a bulletproof vest that is activated automatically when the officer's vehicle light bar goes on, the officer exits the vehicle or starts moving quickly is preferred over the Taser clip-on camera system with a manual on-off switch controlled by the officer. Again, this is a decisive verdict that mirrors overall preference for the BodyWorn system over the Taser system for a key defining feature that defines each technology. At 87% to 9%, the competition is not even close in the eyes of the American public.

Which do you think is better -- #1 or #2?

System #1 -- the body camera starts recording automatically any time an officer turns on their flashing patrol car lights, gets out of the vehicle, or starts running. The camera then continues recording until the patrol car's flashing lights are turned off.

System #2 -- the body camera has a manual on-off switch so the officer has to remember to start recording, and has control to stop recording at any time.

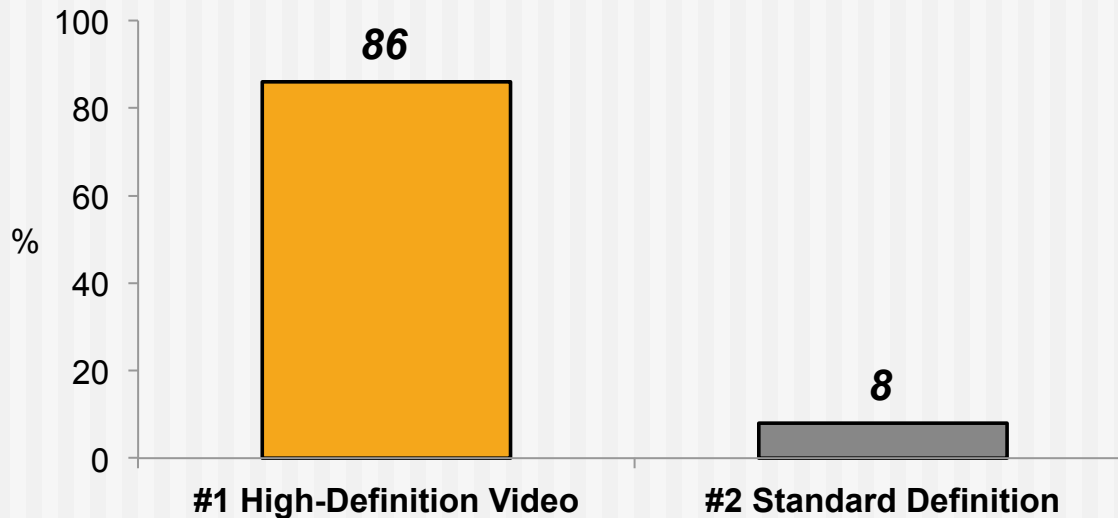


T10: Specific Feature Preference: High-Definition Video -- By 86% to 8%, American voters prefer the simple choice of high-definition video from the police body camera system over low definition. With just 6% "don't know," the choice clearly matters to voters since 94% are willing to express a preference.

Which do you think is better -- #1 or #2?

System #1's camera records in High-Definition video.

System #2's camera records in Standard Definition video.



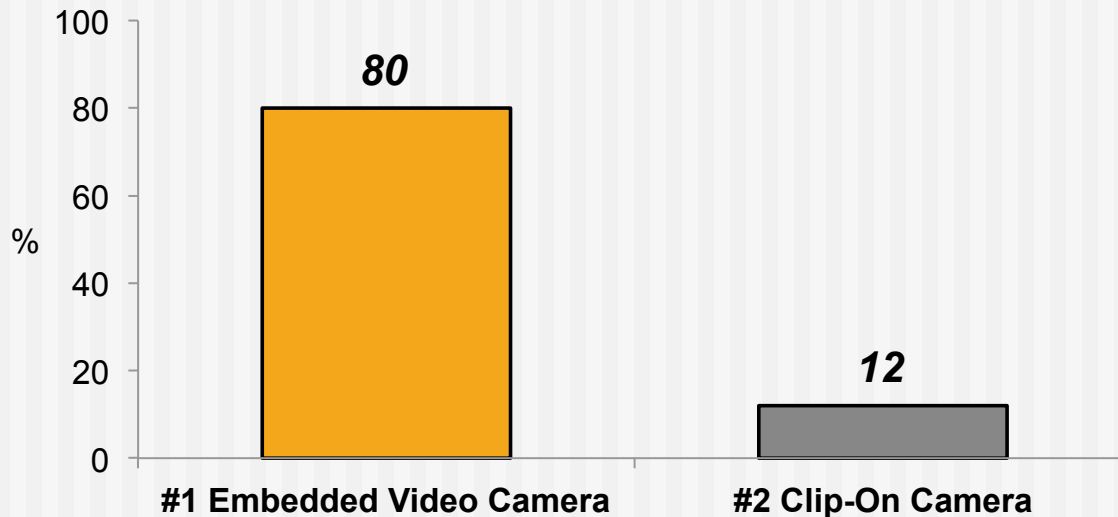
T11: Specific Feature Preference: Embedded in Uniform -- By 80% to 12%, the body camera should be embedded into the officer's bullet-proof vest rather than a clip-on camera that can fall off or get knocked off if the officer runs or gets into a struggle.

Next I will read you a short set of statements that describe features of two different police body camera systems. Assuming the two systems cost about the same to put in place, tell me which you think is better.

System #1 is a camera on a Smartphone that is embedded inside a bullet-proof vest the officer always wears, and cannot fall off.

System #2 is a clip-on camera about the size of a garage door opener or pager that clips onto an officer's shirt pocket, and thus, can come off when an officer runs or gets into a struggle.

Which do you think is better -- #1 or #2?

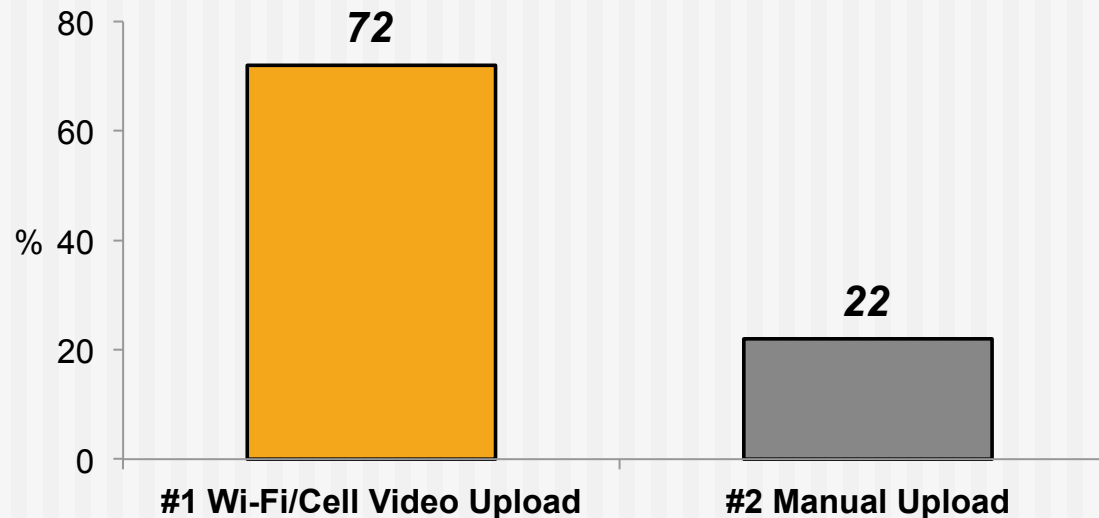


T12: Specific Feature Preference: Wi-Fi/Cell Video Upload -- By a 72% to 22% margin, American voters prefer a Smartphone-based technology that uploads videos via mobile data network capabilities over the camera system that transfers videos via computer download at the end of an officer's shift.

Which do you think is better -- #1 or #2?

System #1 -- the video from the Smartphone camera is uploaded as it is being recorded using cellular or Wi-Fi networks to a cloud-based storage system.

System #2 -- the videos are stored on the camera until after the end of the shift, when the police officer goes back to the police station and then manually docks the camera to a computer for uploading of videos to a cloud-based storage system.





www.bodyworn.com/survey
