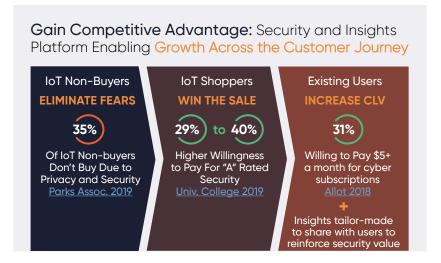# IoT Privacy and Cybersecurity Platform to Accelerate Growth

FD FIREDOME

Firedome Cloud - Cloud Only Solution for Proactive Identity and Network Threat Detection

The IoT device market is growing rapidly, but not meeting analyst projections. The main barrier is increased consumer privacy and security concerns. Firedome enables IoT device brands to **generate additional revenue by best addressing these concerns.**

We help brands bring privacy and security minded buyers into the market and capitalize on higher willingness to pay for more secure devices and cybersecurity subscriptions.

Gain Competitive Advantage: Security and Insights Platform Enabling Growth Across the Customer Journey

IoT Non-Buyers	IoT Shoppers	Existing Users
ELIMINATE FEARS	**WIN THE SALE**	**INCREASE CLV**
35%	**29%** to **40%**	**31%**
Of IoT Non-buyers Don't Buy Due to Privacy and Security Parks Assoc. 2019	Higher Willingness to Pay For "A" Rated Security Univ. College 2019	Willing to Pay $5+ a month for cyber subscriptions Allot 2018 **+** Insights tailor-made to share with users to reinforce security value

Top 2 End User Concerns Resolved

Device hack to compromise privacy	54%
Device hack to take control of device	41%

Seamless Setup, Actionable Insights for Utmost Impact

- Cloud-only, quick and easy setup
- Low resources and time required for setup
- Porduct Manager dashboard tailor-made for sharing insights
- Proactive, actionable recommendations to protect consumers
- Help protect both your device and the consumer's full network

	IoT Non-Buyers **ELIMINATE FEARS**	IoT Shoppers **WIN THE SALE**	Existing Users **INCREASE CLV**
Breached Password Alerts	Let you re-assure consumers that their credentials, identities and privacy are secure	Differentiate your brand against competitors who do not help protect their consumer's identity	A key consumer touch point, shareable recommendations to re-enforce the security value
Suspected Imposter Alerts	Enable you to help consumers secure their devices after unauthorized access is detected	Enable achievement of superior 3rd party security ratings by helping prevent device breaches	Remind consumers that their privacy and security protection is always active and ready
IoT HackerVu	Helps you guide consumers to secure their networks from all vulnerable IoT devices in them	Go beyond competitors that scan only individual devices, but can't offer full network insights	Re-enforces to consumers that your device helps resolve risks from other network devices too