

Your surveillance stack sees what it's pointed at.
Your citizens see everything else.

Cameras, license plate readers, gunshot detection, drones — your surveillance stack covers the areas it's deployed. ELERTS PROTECT captures intelligence from the source that covers everywhere else: the citizens already there.

THE GAP

Your CCTV records what happened. Your LPR logs plates that passed. Your gunshot detection fires after bullets fly. **None of them hear the argument escalating on the platform. None see the person slumped at the bus stop. None see the van circling the block.** Your citizens do. They just don't have a channel.

THE EVOLUTION OF TRIGGER TECHNOLOGY — AND THE MISSING LAYER

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| ERA 1 CCTV Triggered by activity only where cameras are pointed. Most cameras record-only. Video analytics are limited. | ERA 2 LPR Triggered when a camera pointed at vehicles matches a license plate to a database entry. | ERA 3 Gunshot Detection Triggered by acoustic events. 100% reactive, notify police after bullets fired. | ERA 4 DFR Triggered to fly after an incident is reported. Drones as First Responders need to be told where to go. | THE MISSING LAYER ELERTS PROTECT Triggered by human observation. Pre-incident. Contextual. Community-powered. |
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THE PROBLEM

911 is an emergency line. Not a prevention tool.

The threshold for calling 911 is high by design. Most citizens won't call until something has already happened. By then, the prevention window has closed. Social media is noise. Tip lines go unmonitored. Communities are watching — and have nowhere to send what they see.

THE SOLUTION

A direct line from citizen to dispatcher.

ELERTS PROTECT gives every citizen a structured, app-based channel to report what they see — with photo, location, and context — routed directly to your operations center. Reports arrive before incidents escalate. Dispatchers get ground-level intelligence no camera can match. Two-way acknowledgment closes the loop.

THE ADVANTAGE

Politically durable. Budget friendly. Community welcomed.

As cities debate rules for machine surveillance, ELERTS PROTECT works in every governance climate. Voluntary. Transparent. No passive population monitoring. No infrastructure. No maintenance contracts. Covers every block, park, transit stop, and garage — not just certain neighborhoods.

DEPLOYMENT RECORD

Transit · Aviation · Smart Cities

40+

Transit Agencies Deployed

Including Boston MBTA and Philadelphia SEPTA — the incumbent platform for the nation's 5th and 7th largest systems. Dallas DART, Trinity Metro, TRE, and the FIFA World Cup 2026 North Texas corridor.

5 of 15

Nation's Busiest Airports

Deployed across 5 of the nation's busiest 15 airports — including DFW — where operational tempo, liability exposure, and reputational stakes are highest.

Millions

of Reports Received

Millions of structured incident reports processed across transit, aviation, and smart city deployments — actionable intelligence, not noise.

30 sec

Report Submitted. Discreetly.

A high-quality report — photo, location, incident type — in under 30 seconds. No login required. Easy to use in any environment without drawing attention.

Smart Cities

Beyond Transit & Aviation

Deployed in municipalities, universities, healthcare facilities, and smart cities — any community where citizens should be part of the public safety solution, not just subject to it.

\$0

Hardware. Zero Infrastructure.

No cameras. No poles. No installation crews. Software only — deployable in days, not quarters. The quickest time-to-value of any tool in your public safety stack.

*"Every trigger-based system you've purchased records what happened. **ELERTS captures what citizens saw before it did.** That's where prevention lives."*

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LEARN MORE

Add the human sensor layer to your public safety stack.

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