



# A CAMERA FOR EVERY OFFICER

SUPPORT OFFICERS WITH THE TECHNOLOGY THEY NEED

## CHALLENGING TIMES IN LE

Pew Research recently polled more than 8,000 U.S. law enforcement officials about the state of policing. The results were worrying.

- 19% of officers in agencies with 1,000 or more officers said their department has done very well in equipping them adequately to perform their job
- 56% expected that their fellow officers will not act quickly enough in the field versus acting too quickly
- 86% said their department does not have enough officers to adequately police the community

## DOING OUR PART

There is too much at stake for these trends to continue. That's why we're offering agencies nationwide a free one-year trial of our body-worn cameras, evidence management software, and training. The offer includes:

- One Axon Body 2 per officer
- One Evidence.com Pro license + Unlimited Storage for one year per officer
- Two mounts per officer
- Docks for the station
- Camera deployment support
- Unlimited access to Axon Academy, our e-learning system
- Two free passes per agency to our Axon Accelerate conference

We believe that with better access to technology, officers can act with greater confidence knowing that video will help justify their decisions, and that agencies will spend less time on paperwork and more time in communities.

## HOW TO JOIN US

If you're interested in taking advantage of the free trial offer, please reach out to your Axon sales representative or visit [axon.com/offer](http://axon.com/offer) for more information.

Offer valid for U.S. law enforcement agencies and subject to change at any time.

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## FAQS ABOUT THE NATIONAL FIELD TRIAL OFFER (NFTO)

### HOW IS THE NFTO DIFFERENT FROM YOUR STANDARD FIELD TRIALS?

Both our standard trial and the NFTO help agencies trial our equipment and get it in the hands of actual users so they can decide whether it meets their needs. However, there are a few differences between the programs:

	LENGTH	AVAILABILITY	CAMERA	NUMBER OF UNITS	PURCHASE OBLIGATION
STANDARD TRIAL	30 Days	Ongoing/Anytime	Flex 2 or Body 2	Up to 5	None
NFTO	1 Year	Expires 4/4/2018	Body 2 only	Up to full deployment	None

### OUR AGENCY WAS ALREADY CLOSE TO A PURCHASE. WHY SHOULDN'T WE JUST DO THE FREE TRIAL AND HOLD OFF FOR A YEAR?

We understand the NFTO could present the opportunity to defer a purchase. However, if your agency has already laid the groundwork for a purchase, deferring it may ultimately lead to having to repeat that work.

You may have to renegotiate at future pricing or without any secured discounts applied, or a change in agency or city administration could delay the program. In our experience, if an agency is already confident that they will move forward with body cameras, it can be more advantageous to lock in a contract that guarantees the program's future than to leave that future uncertain with a longer trial period.

Whatever your agency's circumstances, your Axon representative will be happy to come up with a pricing and deployment schedule that makes sense for your agency.

### WHAT SITUATIONS ARE THE LONGER NFTO HELPFUL FOR?

In addition to allowing agencies the simple ability to fully trial equipment before a purchase, we've heard anecdotally from agencies that the NFTO can be especially helpful for these types of scenarios:

- They are under financial obligations that require them to wait to procure money until a new fiscal year, and want to start putting their program pieces in place so they're ready to immediately deploy once dollars are secured.
- They want to trial up to a full-scale deployment so any procurement process such as an RFP, cooperative purchase, or sole source builds off of in-field experience.
- There is impending legislation that will impact the use of body cameras, and the agency wants to be able to adjust to the new laws while not being under contract.
- They want a longer adjustment period to understand the political and societal impacts of a camera program on their community.

### VISIT [AXON.COM/OFFER](http://AXON.COM/OFFER) FOR MORE INFORMATION