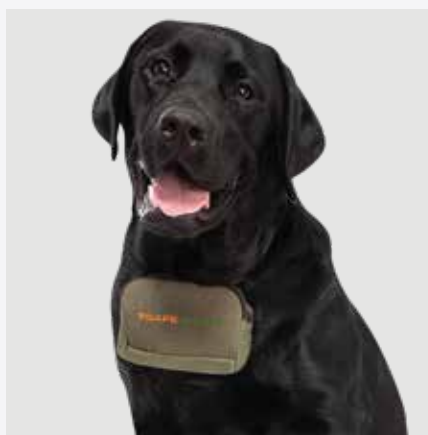




SECURING AMERICAN FIREARM ENVIRONMENTS



**ASSISTS IN PREVENTING
FRIENDLY FIRE**

WWW.SAFE-SHOOT.COM

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WHAT IS SAFESHOOT?

HISTORY

SAFESHOOT was developed by Israeli ex-military professionals aiming to prevent friendly fire tragedies. By combining their expertise in technological development and management, along with a thorough background in military and a genuine love for outdoor activities, SafeShoot's founding team has developed a unique and comprehensive solution to friendly fire incidents in hunting, law enforcement and military operations.

SAFESHOOT is a unique system that creates a safety network of firearm users to increase situational awareness and assist in preventing friendly fire incidents. By attaching a shooter device that fits most rifles, shooters will be automatically alerted when another **SAFESHOOT** device holder is downrange and in their line of fire.

TECHNOLOGY

SAFESHOOT measures the positioning and barrel direction relative to all member devices by using sensor fusion of **MEMS** sensors and **GPS**.

A dynamic wireless network enables the exchange of data between all **SAFESHOOT** devices and works up to 900 yards.

If a safety issue is detected, the system will automatically alert the shooter even if there is no line of sight, day or night and at varying weather conditions.

The wide range of sensors used by our system ensures the highest possible safety standard.



HOW IT WORKS



SAFESHOOT SHOOTER

The **SAFESHOOT Shooter** device for armed party members easily attaches to most hunting firearms via a Picatinny rail. Utilizing a combination of radio frequency (RF), MEMS sensors, and GPS, **SAFESHOOT** devices in the area form a network to always alert you if someone with a device is unsafely downrange, even if they are not in your hunting party. **SAFESHOOT** provides an auditory and visual alarm to assist in preventing friendly fire and increase situational awareness without interfering with your weapon or firing system.



SAFESHOOT NON SHOOTER DEFENDER (NSD)

Hunting companions wear the **SAFESHOOT Non Shooter Defender** device via a **SAFESHOOT** backpack or pouch. The system continuously broadcasts a signal to all **SAFESHOOT Shooter** devices in the area, alerting armed party members that friendlies are in the line of fire without disturbing the wearer. The **SAFESHOOT Non Shooter Defender** works as a part of the **SAFESHOOT** system in conjunction with **SAFESHOOT Shooter** devices that armed party members have attached to their weapons.



EXECUTIVE TEAM



Brigadier General (Res.) Amir Nadan **Co-founder & CEO**

Amir completed a 29-year military career in the Israel Defense Forces (IDF). Amir has been exposed to the problem of friendly fire during his military experience in various positions. Since he retired, Amir has been focusing on solving this problem in the military and sports hunting fields. He initiated, and has been leading the team to seek a solution to this serious problem. Amir has extensive managerial and leadership experience.

Dr. Amir Schechter (PhD) **Co-founder & CTO**

Dr. Amir is an experienced executive, with a strong background in both academic research and industrial development projects. He has extensive managerial experience in the medical device and defense industries. In **SAFESHOOT**, Amir has been leading the technological development team to address the challenge of preventing friendly-fire in the military and sports hunting fields.



Mr. Liron Schvartz **VP Marketing**

Liron has over 20 years of experience in digital media as well as traditional media marketing, creative design, web development and public relations. Liron provides creative ideas as well as innovative solutions to specific marketing needs.

Lt. Col. (Res) Elchai Ben Shushan **VP R&D**

Elchai served in the Israeli Navy Special Forces for over 30 years. Among his activities, Elchai was responsible for developing new armed devices for the unit. Elchai brings to the **SAFESHOOT** team broad expertise in product development and design while maximizing business value, and conducting experiments to test for accuracy, effective ranges and fault identification of the product.



ADVISORY BOARD



Colonel (Ret.) Craig Boddington **Hunter - Journalist - Adventurer**

Craig Boddington is one of today's most respected outdoor journalists. He has spent the past forty years exploring our natural world as a hunter and sharing his knowledge and experiences in dozens of books and through thousands of published articles and essays. He's a decorated Marine, an award-winning author, and continues to be a leading voice for conservation and ethical hunting around the world.



Lt Gen. (Ret.) Emil R. Bedard **U.S. Military Advisor**

LtGen. Buck Bedard retired from the U.S. Marine Corps with over 37 years of active duty service in various positions, from U.S. Army Advanced Infantry to Deputy Commandant for Plans, Policies and Operations at the Headquarters of Marine Corps. He taught at the U.S. Army Intelligence School, was president of the Marine Corps University and commanding officer of the Marine Corps Combat Development Command. After retiring, LtGen. Bedard was senior mentor to the U.S. Joint Forces Command and currently serves on the advisory boards of public companies in diverse industries.



Conrad Evarts **Hunting Expert**

Conrad was born and raised in North Idaho and Eastern Washington to a family of still photographers that focused on nature and news. After extensive travel to multiple countries he has taped hundreds of species of fauna and flora, amazing landscapes and told many stories. Through all of the challenges required to do this, he has fallen in love over and over with creation. Today, this journey with his cameras gives him a deep and enduring sense of gratitude, wonder and a responsibility to protect the wild places and wildlife.

IN THE MEDIA



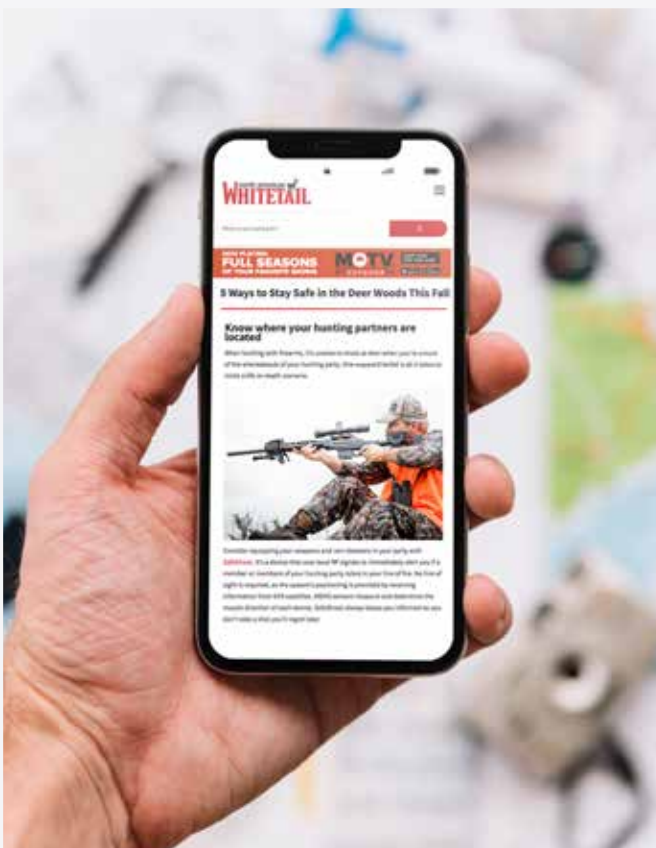
AMERICAN **SHOOTING** JOURNAL

New Device Helps Prevent Friendly Fire Accidents

By: Brittany Boddington

The beauty of SAFESHOOT is that the device does not render the gun inoperable when pointed in an unsafe direction, but rather gives the shooter the information to make an informed decision before they pull the trigger.

Link: <https://bit.ly/2Mn9jX3>



north american **WHITETAIL**

5 Ways to Stay Safe in the Deer Woods This Fall

By: Darren McDougal

Consider equipping your weapons and non-shooters in your party with SAFESHOOT. It's a device that uses local RF signals to immediately alert you if a member or members of your hunting party is/are in your line of fire.

Link: <https://bit.ly/2QZzj3E>



Fish and Game Gear

By: TF&G Staff June 2018

SafeShoot recently decided to make their devices available to American hunters in an effort to reduce hunting accidents. SafeShoot is simple for the user.

Link: <https://bit.ly/2CRCKtr>

ISRAELDEFENSE

SafeShoot to Introduce Solution to Prevent Friendly Fire at Eurosatory 2018

SafeShoot offers two types of devices: The Shooter Device is applicable for the shooting elements within the forces including heavy direct fire weapons (tanks or RWS), UAVs, attack helicopters, light infantry weapons, and relevant HLS weapons (pistols, etc.).

Link: <https://bit.ly/2GXsWav>



MEMBERSHIPS



EDITORIAL AND ADVERTISING OPPORTUNITIES

We are ready to expand our 2019 Advertising opportunities. We have a new product in a new category that deals with the importance of safety. You have the chance to be the first to expose your audience to our innovative technology that creates a safety network and increases situational awareness. We have a budget that is ready to be utilized and are looking for proposals, sponsorships and offers that are suitable for our brand.

Join our Affiliate and Marketing opportunities.



1. Editorial Coverage

- a. New product/ New Category
- b. News facts/New gun technology
- c. Market Education/ awareness
- d. Blog Posts
- e. Magazine Articles
- f. Newsletter Feature

2. Advertising Opportunities

- a. Blog Sponsors
- b. Website Banners
- c. T.V. Ads
- d. Podcasts
- f. Magazine Ad Space
- g. Event Sponsorship

FEATURED ON





MEDIA CONTACT

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