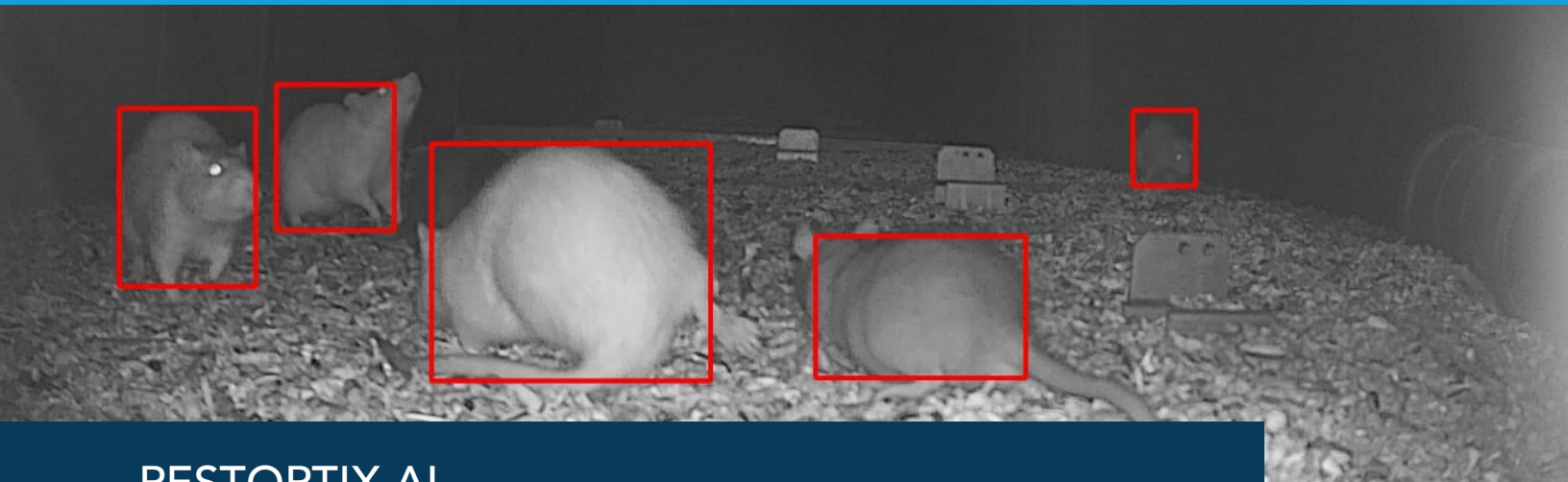




**VM PRODUCTS®**

# DEFINING DIGITAL PEST CONTROL TECHNOLOGY

Sold exclusively through  **Univar**Solutions



## PESTOPTIX AI

### PEST CONTROL FROM BEHIND YOUR DESK

- PestOptix is the first and only AI-enabled pest control system and was designed and built by PMPs for PMPs
- Proprietary software has been painstakingly trained to recognize and identify rodents
- Gives businesses and PMPs maximum information only moments after image capture
- More than two years of research and supervised data input drive the deep learning capabilities of the platform
- Continuous improvement through analysis of up to 2,000 images a day



### PROOF OF SERVICE

Evidence of service is automatically captured during site visits and emailed just as a rodent activity event would be. This convenient proof of service is ideal to include in customer reports.



## MUCH MORE THAN A GAME CAMERA

- Integrated into operations system
- AI interprets imagery and emails alerts
- Three regular flashes allow on-demand “push” image capture
- Three infrared flashes prevent pests from being startled away
- Multisensory vs. single motion sensor
- Far superior battery life for long-term service

## SYSTEM OBJECTIVES

- Real-time rodent alerts
- AI machine learning continues in customer environment, increasing accuracy over time
- Software supplies reports and data in real time

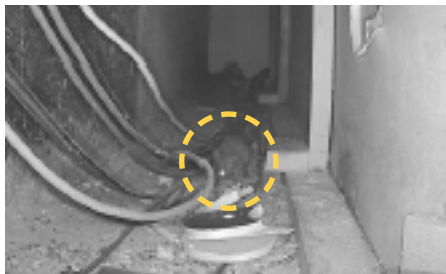
## CONTINUOUS MACHINE LEARNING

The PestOptix system is trained to create a synthetic environment, and then detect movement within it. This AI machine learning is proven over time, with human specialists who continually verify, correct, and maintain the learning inputs.

**Camera adaptation to location:  
PIR alert**

Rodent in sight  
No AI detection

17.8.2019  
17:46



**PIR alert: AI rat detection**

Rodent AI  
detection

17.8.2019  
17:47





## COMMUNICATIONS PROTOCOL

- PestOptix – Wi-Fi (customer network, or own created network)
- Interceptor – Wi-Fi or narrowband (narrowband SIM coming soon)

## WI-FI REQUIREMENTS

1. 2.4GHz band Wi-Fi only (many networks feature dual bands, but 5GHz band cannot penetrate walls).
2. Wi-Fi network cannot be authenticated or intermittent (networks that require constant device identification or are inactive for periods do not accommodate the low-energy, infrequent signals of PestOptix and Interceptor devices).



## NETWORK USAGE, SAFETY, AND DATA DISTINCTIONS

Devices are limited to one-way communications, are not capable of downloads or sideloads, and only push simple outgoing “blip” communications. This addresses network security concerns.

Comprehensive security protocols ensure that no data is transmitted outside of three possible signals:

1. “I’m functioning properly and will sleep until you hear from me again.”
2. “Activity occurred.”
3. “Alert! Here is a picture from PestOptix camera.”

## DATA NOTES

- Standby mode (“sleep”) is the normal state after initial turn on.
- “Wake up” for daily “Device Status Update” or pest alert transmits only 10 KB(+/-) of data.
- Trend data, including AI image transmissions, vary in packet size, though typical transmissions do not exceed 0.3MB.
- Customer retains ownership of all data, including images taken, though transmission image analysis via the AI platform is required in all instances.



# PESTOPTIX



## PESTOPTIX CAMERA

- Know instantly when and where detection has occurred.
- Used with PestOptix Hub to create an innovative, flexible replacement of internal rodent monitoring devices.
- Unless "Pest Alert" is activated, a daily "Device Status Update" is sent to indicate device health and assure functioning.
- Remote "push" image on demand. Select the "Get pic" radio button in the app or on the dashboard.
- Only platform that allows multipest recognition, including rodents, flying insects, crawling insects, and larger animals.
- Provides convenient record of service.

## PESTOPTIX HUB

- Solution for internal rodent monitoring
- Allows for monitoring of all pests
- All pests are able to enter and trigger infrared camera
- See activity at all locations at any time
- "Device Status Update" images assure functionality
- Can be fitted with glue boards or snap traps





## PREPROGRAMMED, DEDICATED ROUTERS



### DEDICATED ROUTER FOR SMALL FACILITIES

- Creates a Wi-Fi network covering up to 62 devices
- Reliable and proven in multiple industrial applications
- PestOptix and Interceptor will auto-connect to simplify the process and eliminate the need to know SSID or Wi-Fi password
- Equipped with a T-Mobile LTE SIM card
- Range extender covers a wider area



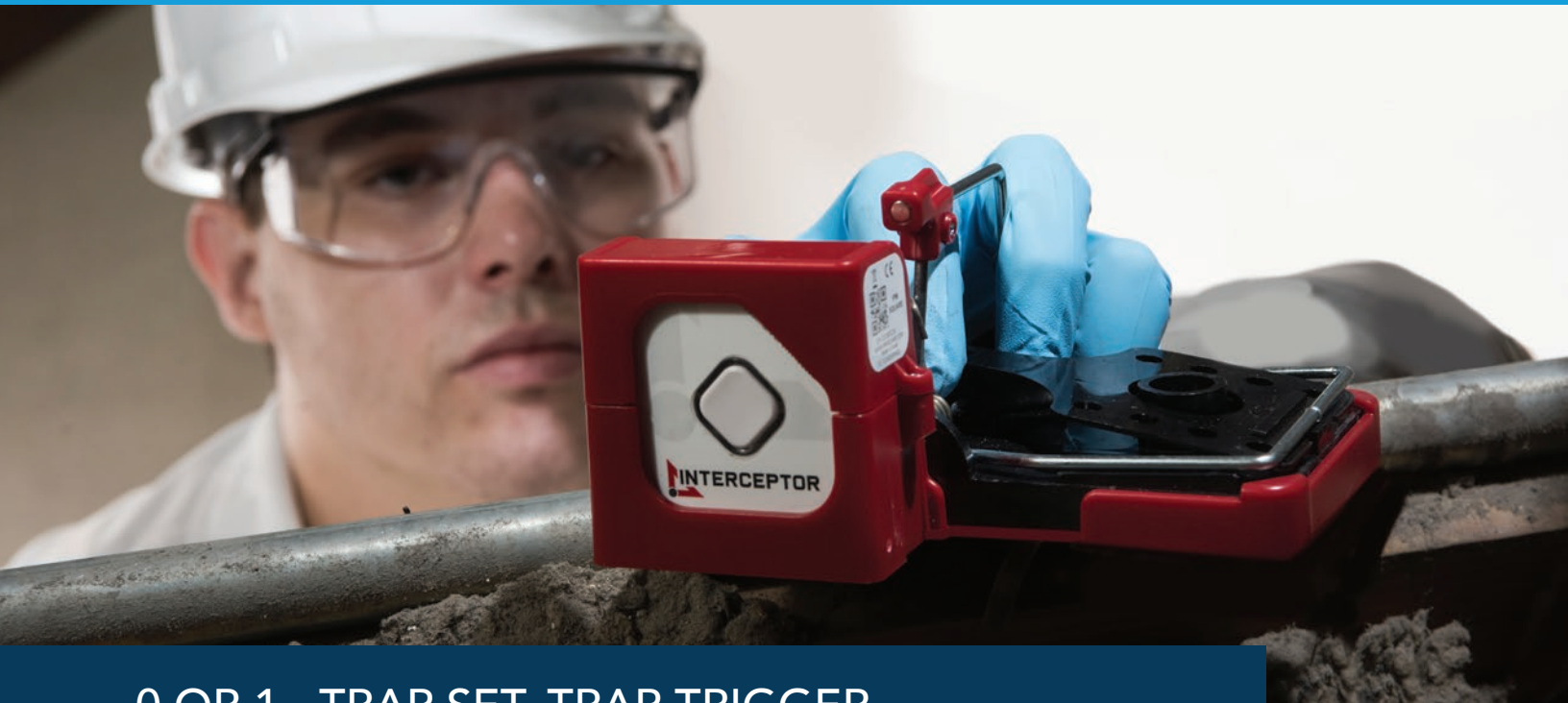
### RANGE EXTENDER FOR THE DEDICATED ROUTER

- Range extender covers a wider area
- Allows for additional devices



### DEDICATED ROUTER FOR MEDIUM TO LARGE FACILITIES

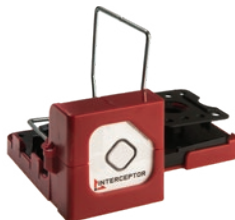
- Reliable and proven in multiple industrial applications
- PestOptix and Interceptor will auto-connect for ease of install
- Equipped with a T-Mobile LTE SIM card
- Range extender allows for additional reach



## 0 OR 1 - TRAP SET, TRAP TRIGGER

- Versatile, scalable, affordable, and virtually impervious to installation error
- Form an important net in large-scale pest control strategies
- Rely on one of three network configurations to satisfy any environmental conditions:
  - Wi-Fi
  - Narrowband channels connect to T-Mobile network
  - Dedicated BEC Technologies routers

The Interceptor line utilizes a very reliable reed switch and magnet that has been proven for many years, and scales across multiple categories.



INTERCEPTOR KILL-BAR  
RAT TRAP



INTERCEPTOR RUN-BOX  
MOUSE TRAP





## INTERCEPTOR MPACT CLAMSHELL RAT TRAP

- Two versions enabled: Wi-Fi and SIM (coming soon)
- Standard with mounting plug for EZ Secured
- Low-profile zip tie to pipe chase in tight spaces



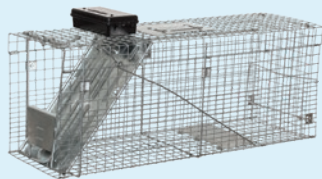
## EZ SECURED RODENT BAIT STATION

- Interceptor Mpack fits securely in VM's outdoor rodent station



## INTERCEPTOR MULTITRAP

- Retrofits to most brands
- Opposite magnets close ramp



## LIVE CAGE

- Easy to install
- Fits most cage versions
- Wi-Fi and SIM



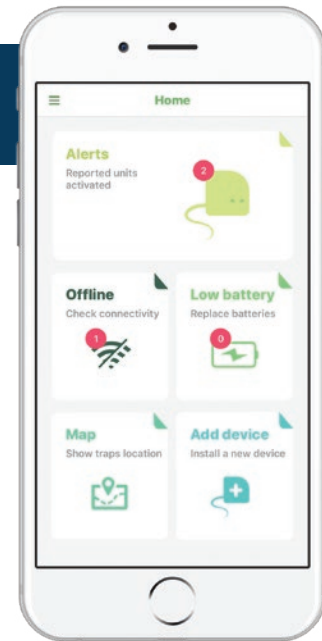
## INTERCEPTOR EZ SNAP MOUSE TRAP

- Science-driven design
- Allows for faster rodent access

## INTUITIVE SET UP

The simplicity of the PestOptix platform is a key feature for quick mastery by technicians and early demonstration of value for their customers via an intuitive dashboard and native app. Accessible from virtually any smart device, the platform works to keep everyone who needs to know informed.

In addition, the platform can be integrated with common industry CRM platforms to streamline communications.



## COMPANY SET UP

VM Products will set up the company and one user for company administrator.

## EASY FOR TECHS

The PestOptix app is accessed with a mobile ID and mobile code for installation and managing devices on any iOS or Android device.

## ADD MORE SITES FAST

Additional clients and sites can be added from the dashboard or app. If dedicated routers are necessary, entire site networks can be preconfigured off-site for quick installation.

## A NEW INSTALLATION REQUIRES ONLY A FEW STEPS BETWEEN HIGH-LEVEL SET UP AND INDIVIDUAL TRAPS

1. Company or brand
2. Client contact information (depending on client comfort level, and could include as little as name and store number)
3. Trap type (camera, snap, etc.)
4. Trap location (physical placement on-site)



## BUILDING VALUE FOR YOUR BUSINESS AND YOUR CUSTOMERS

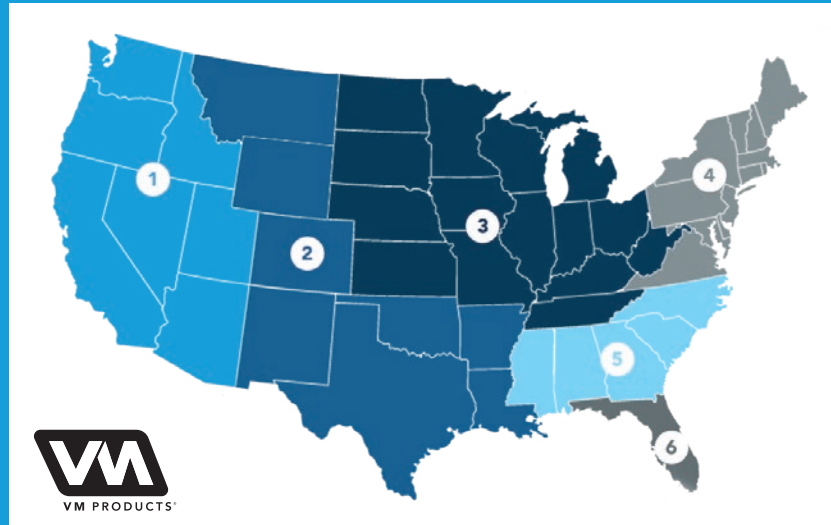
PestOptix proactively recognizes and prevents pests, but this efficiency provides other valuable benefits in the reduction of time, labor, and workplace incidents and accidents, including:

- Trip-and-fall accidents
- Back- and joint-related accidents
- Vehicle accidents
- Fleet optimization including insurance, maintenance, and fuel
- Pet accidents

Contact your VM Products or Univar representative for pricing.

Additional training resources can be found at **PestOptix.com**, including:

- Network, security, and data specifications
- Product installation and network setup instructions
- Client evaluation checklists
- Compliance information
- Complete app manual



**1**

#### **Western**

##### **ART GUZMAN**

Modern Methods  
Sales & Marketing

guzzer60@gmail.com  
702.577.6382

**2**

#### **South Central**

##### **JOHN BROWNLEE**

Innovative Pest  
Management Solution

jbro434@gmail.com  
615.838.3149

**3**

#### **Central U.S. & Canada**

##### **RICH WILLIAMS**

R-Pro Partners & Solutions LLC

rich@rpropartners.com  
317.490.5080

**4**

#### **Northeast**

##### **PAT RYAN**

Pesticide Marketing Group

naturalpestcontrol@cox.net  
860.808.7663

##### **DILLON RYAN**

Pesticide Marketing Group

pmgsales@cox.net  
860.808.7735

#### **Director of Technology and Product Development**

##### **MIKE HOVIS**

mhovis@vmproducts.com  
817.269.0439

**5**

#### **Southeast**

##### **STEVE SULLIVAN**

Sullivan Sales & Marketing LLC

ssm2steve@outlook.com  
404.615.6310

#### **South America & Mexico**

##### **ETHAN VICKERY**

VM Products

evickery@vmproducts.com  
817.528.2939

**6**

#### **Florida & Caribbean**

##### **JIM SHUFORD**

Biologic Sales & Marketing

biologics@aol.com  
941.350.6223

#### **International**

##### **RONEN AMICHAH**

Yarocology Ltd

ronen@ipest.co.il  
+972.522.321012