BUDDYGUARD

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Kickstarter Edition

The facts

BuddyGuard is the producer of Flare, the all-in-one home security system

Flare is the name of a single device, which contains the following built-in hardware

- HD Camera

- Motion detector

- Accelerometer

- Temperature sensor

- Microphone

- Speaker

- Siren

- 3G module

- WiFi

- Battery slot

Thanks to its advanced artificial intelligence, Flare can make smart decisions on its own, to ensure optimal home protection. It can recognize faces and voices, it knows when you arrive or leave thanks to the GPS location of your phone and it can distinguish normal background noises from the sounds of an (attempted) burglary. Flare can dispatch the emergency services all by itself.

Diameter: 11cm (4.33")
Weight: 220g
Power: Rechargeable lithium ion batteries & Regular electricity

The Journey

Technology is here to serve us.

We believe that home security should not require daily management. BuddyGuard offers a smart, affordable security system called Flare. It is a beautiful device that fits in every interior. While equipped with the latest instruments to ensure optimal protection, Flare is really easy to use.

Our full Vision Statement reads:

We want to empower people to live their lives to the fullest while being assured of a safe home where they can retreat and share moments with their loved ones.

We believe in a system that is effective, simple and beautiful while being discreet.

We strive for perfection across all departments, excellent customer service and for a fulfilling life amongst all members of the BuddyGuard team.

On May 12 2015, we will be one of the very first hardware creators launching their product on the German branch of Kickstarter.com, the world's biggest crowdfunding platform. We are seeking € 80.000 in crowdfunding, with possible stretch goals to be announced.

Flare

Flare is.

We wanted to give our security system a name that emphasizes its intelligence, its speed and its beauty. The name should be powerful yet sophisticated, combining both of best worlds. When we thought of flare, we thought of a camera, reflections, light and motion. Now, when we think of Flare, we think of security.

Flare is smart.

A security system that can take intelligent decisions all by itself. That is the core of our entire development strategy, from the first, brick-like prototype to what has become our well-proportioned device. It knows when you have left home, it recognizes your face upon arrival, it can distinguish trusted contacts from unwanted strangers. Flare can tell good from bad.

Flare is beautiful.

Modest, curvy and small – Flare is probably the most beautiful security system out there. Gone are the days of bulky CCTV cameras and clumsy keypads! We want Flare to blend in, in every interior. From modern to antique, from bold coloured walls to white minimalism and from the traditional houses in Vietnam to the skyscrapers in Chicago. Flare is simply beautiful.

Flare's features

Flare is monitoring.

Inside Flare's tight casing, we managed to fit in an HD camera, motion detector and temperature sensor, so that it understands exactly what's going on and when it has to act on your behalf.

Flare is listening.

You can communicate with Flare by using your voice. Tell Flare that you will be away for the weekend, to raise its level of alertness. It will only take commands from you or your trusted contacts, as it works with voice recognition.

Flare is not alway there.

Your home is your personal domain, and Flare will make sure it stays that way. It does not eavesdrop on your conversations and it will never be a big brother watching you. Flare is here to protect your privacy.

The Team

Herbert Hellemann – CEO

The engineer behind BuddyGuard, Herbert started drawing the first sketches for Flare back in early 2014, after he was left unsatisfied with the current options available in home security systems. He was born in 1985, in Mexico.

George Platon – CTO

The Chief of Algorithms, George allows Flare to make smart decisions by programming its artificial intelligence. He joined Herbert by the end of 2014, after moving from his home country Romania, where he was born in 1991.

Wouter Verhoog – COO

Joining the team as the third founder, Wouter brings his marketing & pr experience to the table, together with a passion for corporate development and work optimization processes. He was born in The Netherlands in 1987.

The Boilerplate

Founded in 2014, BuddyGuard develops a smart, all in one security system, called Flare. Our system can dispatch the emergency services and it can distinguish residents and trusted contacts from unwanted visitors.

Flare is equipped with an HD camera, motion detector, microphone, speaker, accelerometer, temperature sensor and an always-on connection to the cellular network. The artificial intelligence on board enables Flare to take smart decisions on its own.

We are currently seeking € 80.000 in crowdfunding on Kickstarter. We want to become a global player on the home security market by continuous innovation, strong partnerships and excellent customer services. The core values of our development strategy are simplicity, intelligence and design.
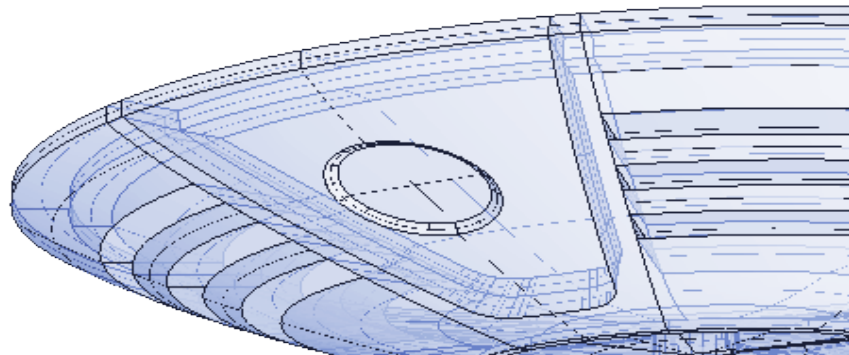
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Thank you for your interest in BuddyGuard!

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