

# AXON ENTERPRISE MEDIA PRESS KIT

2023

## NAVIGATION

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### WHO IS AXON?

Axon is a technology leader in global public safety. Our [moonshot goal](#) is to cut gun-related deaths between police and the public by 50% before 2033. Axon is building the public safety operating system of the future by integrating a suite of hardware devices and cloud software solutions that lead modern policing. Axon's suite includes TASER energy devices, body-worn cameras, in-car cameras, cloud-hosted digital evidence management solutions, productivity software and real-time operations capabilities. Axon's growing global customer base includes first responders across international, federal, state and local law enforcement, fire, corrections and emergency medical services, as well as the justice sector, commercial enterprises and consumers.

Axon's latest financials can be found here: [WWW.INVESTOR.AXON.COM](http://WWW.INVESTOR.AXON.COM)

Every Axon product, from conducted energy weapons to body-worn cameras to our digital management systems (Evidence, Justice, Community) integrates seamlessly with one another, complementing the systems and processes law enforcement already use. That connectedness does not stop at the company's products. With the features built into Axon's solutions, law enforcement can connect with partners, from county officials to neighboring agencies to prosecutors working a case. Axon believes that better and more accessible information can help agencies save valuable time, resources and reduce crime.

Axon was founded in 1993 by CEO Rick Smith and his brother Tom Smith with one mission: Protect Life. Axon is now a global and public company with headquarters in Scottsdale, Ariz. and global software engineering hubs in Seattle, Wash. and London, England, as well as additional offices in Australia, Canada, Finland, Vietnam, and the Netherlands. The company employs more than 2,500 people globally and was 1 of 50 AZ-based companies awarded Most Admired Companies by Big Media AZ. Axon also received the "Spotlight Culture Award" in 2022.



## OUR MISSION

### PROTECT LIFE

Officers aren't trained to shoot to kill. They are trained to stop a threat. They use the tools they are given, and often have less than a second to make life-or-death decisions. Let's give them better tools and put the toughest decisions in the hands of the courts. One day the bullet will be obsolete. We're working on a device that will out-perform the handgun in every situation and let the people on either side of the weapon get home safely at the end of the day.

### PRESERVE TRUTH

We have the potential for more objective sources of the truth than ever before. Footage from body camera, CCTV, drones, smartphones and vehicles. All centralized, redacted and shared with an iron-clad chain of custody. With video at the heart of the record, we'll help enable better insights, transparency with our communities, and decision making.

### TECHNOLOGY PLATFORM

Axon protects life by connecting devices, apps and people onto one centralized network. Our technologies impact every aspect of an officer's day-to-day experience:



#### SMART WEAPONS & CAMERAS

Innovative hardware design and engineering to make safer, smarter, and more effective law enforcement tools, from TASER devices to body and in-car cameras and more.



#### SOFTWARE

Comprehensive, cloud-based software for law enforcement, lawyers, and the judicial system that taps into real-time and rich data, organizes it in a simple and effective way, and enables faster and more accurate decision-making while maintaining transparency.



#### NEW TECHNOLOGY

Finding ways to leverage new technology and data to make our products and training better, safer and more effective for all aspects of public safety. This includes virtual and augmented reality for training, drones, live video streaming and capture, smart software and artificial intelligence and machine learning.



## COMPANY TIMELINE

- 1993** + TASER incorporated in the state of Arizona as AIR TASER, Inc.
- 1995** + AIR TASER launches first TASER device, the Air TASER
- 1998** + AIR TASER, Inc. becomes TASER International, Inc.
- 2000** + TASER files IPO and is traded on Nasdaq under TASR
- 2005** + TASER opens headquarters and manufacturing facility in Scottsdale, Arizona
- 2008** + TASER launches first body-worn camera
- 2016** + The first Axon Accelerate conference is held
- 2017** + TASER International changes name to Axon Enterprise
- 2018** + Axon launches first AI Ethics Board  
+ Axon announces the TASER 7, the first to integrate with Axon's new software platform  
+ Axon announces Axon Body 3, the first wirelessly connected body-worn camera  
+ Axon announces first Virtual Reality training efforts
- 2019** + Axon Body 3 body camera launches  
+ Axon Fleet 3 in-car camera with ALPR launches
- 2021** + Axon announces Virtual Reality Simulator project  
+ Axon launches Axon Air, powered by DroneSense  
+ Axon launches Attorney Premier, the first digital evidence management system  
+ Axon announces moonshot goal to reduce fatal officer involved shootings by 50%
- 2022** + Axon launches VR Simulator Training  
+ Axon launches Ethics and Equity Advisory Council in the U.S. and U.K.
- 2023** + Axon unveils TASER 10  
+ Axon Body 4 body camera announced

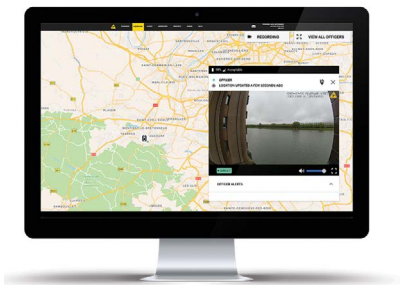


## PRODUCTS



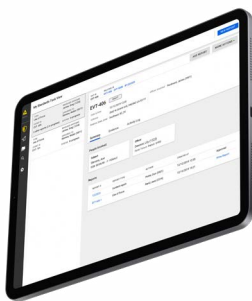
### TRAINING

- + **AXON ACADEMY** - An online platform that provides Axon users with training content on Axon products and services, and hosts the sign-up platform for in-person Axon training sessions.
- + **AXON VR TRAINING** - Axon VR Training is specifically built for law enforcement officers, and is designed to prepare officers for complex real-world situations by bringing the best immersive content to devices that can be used wirelessly anywhere. Axon VR training focuses on teaching empathy, tactical skills, officer preparedness and officer coping skills.
- + **TRAINING RESOURCES** - Allows customers to access the most up-to-date versions of TASER Training materials.



### REAL TIME RESPONSE

- + **AXON DISPATCH** - A computer-aided dispatch system that integrates with Axon Respond and Axon Evidence. Dispatchers can see where officers are via live maps of Axon hardware. Axon Dispatch features suggested driving routes for responders headed to calls.
- + **AXON RESPOND** - A real-time situational awareness operating system that uses live maps and live streaming features to give users situational awareness into calls in the field.



### REPORTING + ANALYSIS

- + **AXON RECORDS** - A records management system that utilizes predictive typing and transcription services. Axon Records is NIBRS compliant.
- + **AXON STANDARDS** - A module within Axon Records, Axon Standards is a tool to facilitate use-of-force and internal reporting.
- + **MY90** - My90 is Axon's engagement tool that helps law enforcement leaders collect candid feedback from their officers and the communities they serve.





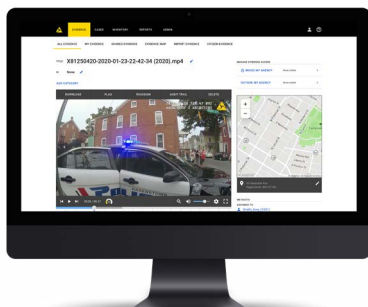
## DE-ESCALATION

- + **TASER** - TASER Energy Weapons make up Axon's best-selling product line. [TASER Energy Weapons](#) are a type of Conducted Energy Weapon that work by triggering neuromuscular incapacitation (NMI) in subjects hit with the darts expelled from the weapon during firing.

- **TASER 10** - Axon's latest model of TASER energy weapon. With a maximum range of 45 feet and 10 probes, TASER 10 gives officers more opportunities to stop threats, greatly reducing the risk of escalation to lethal force.
- **TASER 7** - A 2-shot device that features "Tilt Select," which allows users to tilt the weapon to toggle between the 2 cartridge bays, allowing them to fire one before the other.
- **TASER X26P** - Launched in 2013, and still available on the market today, the TASER X26P is a single-shot law enforcement TASER energy weapon.

## + [TASER SELF DEFENSE](#)

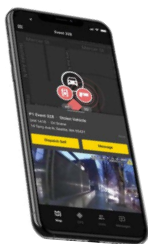
- **TASER STRIKELIGHT 2** - The TASER StrikeLight 2 is a civilian stun-gun and flashlight.
- **TASER BOLT 2** - The TASER Bolt 2 is a civilian model TASER energy device with a 15-foot range.
- **TASER PULSE** - The TASER Pulse is a civilian model TASER energy weapon with a 30-second incapacitation cycle. This is 6x the length of the the 5 second immobilization cycle featured on law enforcement TASER energy weapons, which is a product feature meant to give civilians time to distance themselves from attackers.
- **AXON PROTECT** - A mobile application released by TASER as "a direct line to emergency assistance," the application integrates with consumer-grade TASER weapons to connect individuals with 911 assistance in emergency situations and with live Axon Agents in non-emergency situations.



## DIGITAL EVIDENCE MANAGEMENT

- + **AXON EVIDENCE** - A digital evidence management system that includes automated redaction software, transcription services, auto-tagging and audit trails to prove chain of custody. Axon Evidence is CJIS compliant.
- + **AXON JUSTICE** - Digital evidence management system designed specifically for prosecutors and defense attorneys.
- + **AXON INVESTIGATE** - An intuitive interface that unlocks the power of video evidence in an efficient,





## EVIDENCE CAPTURE

- + **AXON BODY 4** - Axon's newest model of body-worn camera. Axon Body 4 provides better quality footage with additional perspectives, streamlined operations and introduces real-time communications support making it far more than just a camera.
- + **AXON BODY 3** - Axon Body 3 includes four microphones that capture audio during recordings, and features "Video Recall," a relatively new Axon feature. "In the event of a late or non-activation, retrieve up to 18 hours of audio-free footage from critical incidents so that truth is preserved."
- + **AXON FLEX 2** - Axon's second-generation true POV body-worn camera, released in 2016. Axon Flex 2 has a 120 degree field of view.
- + **AXON BODY 2** - A model of Axon body-worn camera released in 2015.
- + **AXON FLEET 3** - Axon's latest in-car camera system. Axon's Fleet 3 system includes ALPR, or automated license plate reader, technology. Like the Axon Body 3, Axon Fleet 3 supports livestreaming. Axon Fleet 3 features 24 hour video recall.
- + **AXON FLEET 2** - Axon's second generation in-car camera system. Axon Fleet 2 features 12 hr video recall.
- + **AXON AIR** - Drone software built for public safety. Axon Air software enables effective search and rescue, crime and accident scene reconstruction and emergency and natural disaster response through its integration with Axon Evidence and Axon Respond.
- + **AXON CITIZEN** - Mobile application that allows law enforcement agencies to collect digital evidence from citizens related to an open case.
- + **AXON INTERVIEW** - Axon Interview records crucial interviews with redundant, high-quality video and audio technology, allowing for every moment of footage to be accounted for.

## LEADERSHIP

**Rick Smith**, Founder & CEO

**Josh Isner**, President

**Brittany Bagley**, COO and CFO

**Jeff Kunins**, Chief Product Officer, EVP Software

**Isaiah Fields**, Chief Legal Officer

**Elizabeth Hart**, SPV, People Operations

**Andrea James**, Chief Communications Officer

**Jenner Holden**, Chief Information Security Officer

**Yasser Ibrahim**, SVP, Artificial Intelligence (AI),  
Imaging Systems and Connected Devices Software

**Josh Goldman**, EVP, Operations

**Pat Madden**, SVP, Head of TASER

**Richard Coleman II**, President of Axon Federal

**Jim Zito**, SVP, Accounting

**Matt Morstad**, SVP, Customer Operations

**Hans Moritz**, VP Hardware Engineering

**Mike Wagers**, SVP, Strategic Initiatives

**Regina Holloway**, VP Community Impact  
and Relations

## ETHICS AND EQUITY ADVISORY COUNCIL

Axon is committed to the responsible development and deployment of new technology with both law enforcement and communities across the country. To ensure our commitment is just as strong as our mission, we established the Ethics & Equity Advisory Council (EEAC): an independent body that ensures ethics and equality are weaved into everything we do. The EEAC advises Axon on a host of internal and external issues through a racial equity and ethics lens, centering the needs and perspectives of communities in the creation of future products. Members include:

**Dr. Desmond Patton**

**Bertha Purnell**

**Devon Simmons**

**Dr. Wilneida Negrón**

**Dr. Tonya Strozier**

**Dr. Broderick Turner**

**Jeff Taylor**

**Michelle Vilchez**

**Rev. Kelvin Sauls**

**Louis Frye**

**Desmond Brown (U.K.)**

**Dr. Vassilios Papalois (U.K.)**

**Allyson MacVean (U.K.)**

**Giles Herdale (U.K.)**

**Maya Mate-Kole (U.K.)**

**Dr. Karen Graham (U.K.)**

**Delano Gournet-Moore (U.K.)**

