

From: Jon Newman [mailto:jon.newman@geofeedia.com]
Sent: Monday, February 01, 2016 9:04 AM
To: Mitchell, William - DPD <William.Mitchell@denvergov.org>
Subject: Geofeedia information

Hi Lt. Mitchell,

Thank you for your time on the phone this morning. I look forward to arranging a demo and trial of Geofeedia for your team.

I've attached some literature on Geofeedia for you to review as well.

Geofeedia is a real-time social media monitoring and intelligence software that aggregates social media data from 10 different networks (Facebook, Twitter, Instagram, YouTube, Periscope, Vine, Flickr, Picasa, VK, Sina Weibo). Police Departments typically use Geofeedia where large crowd gatherings occur to help understand the tone and conversation from civilians who are involved.

Below is just a small list of large agencies using Geofeedia:

- New York Police Department
- Los Angeles Police Department
- Chicago Police Department
- Houston Police Department
- Philadelphia Police Department
- San Antonio Police Department
- San Jose Police Department
- Jacksonville Sheriff's Office
- Austin Police Department
- Boston Police Department
- Baltimore Police Department
- St. Louis Metropolitan Police Department
- Seattle Police Department

We are also currently contracted with 52 of the 78 fusion centers across the country.

Typically, agencies your size will purchase Geofeedia for a particular unit or division and then expand from there. For example, Houston PD purchased originally for [REDACTED] and then expanded to [REDACTED].

From a licensing standpoint, we do not charge by the individual set number of users, but rather, access is for the entire unit or division involved. That typically ranges between **\$25,000 and \$35,000 annually** depending on a few capabilities included. I am not exactly sure of your intended user group so I would have to learn more from you to better ballpark a number for you.

We do offer multi-year deals at discounted rates and we also have full integration capabilities to work closer with your existing infrastructure.

Most importantly, with Super Bowl around the corner, I'd like to arrange an hour sometime this week for a demo and to activate a trial for the weekend.

Please let me know a date that works best for you.

V/r,
Jon Newman

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 **Geofeedia**

Jon Newman

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