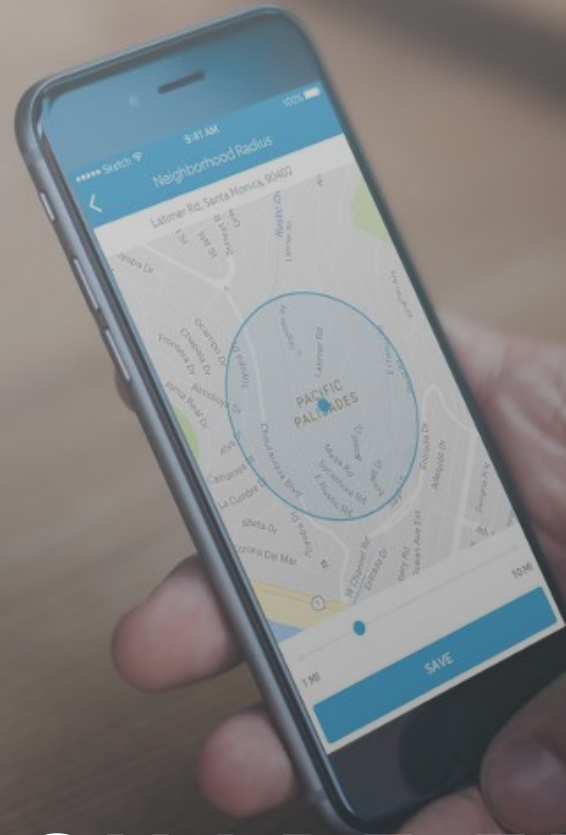


DIGITAL NEIGHBORHOOD WATCH™



PROTECT.SHARE.ENGAGE

A photograph of a white door with a silver Ring doorbell camera mounted on it. The camera has a blue ring around the lens. To the right of the camera is a silver door handle. The background is a solid blue color with white text.

WHAT IS A DIGITAL NEIGHBORHOOD WATCH?

RING HAS CREATED A NEIGHBORHOOD WATCH FOR
THE DIGITAL AGE

WE BELIEVE THAT WORKING TOGETHER AND SHARING
HAS ALWAYS BEEN THE FOUNDATION OF STRONG
COMMUNITIES

BY GIVING FAMILIES THE TOOLS TO CONNECT TO
THEIR NEIGHBORS MORE EFFICIENTLY, WE HAVE
EXPANDED COMMUNICATION AND CAMARADERIE
AMONGST NEIGHBORS THROUGH THE RING NETWORK

WE HAVE A SIMPLE MISSION: REDUCE CRIME IN
NEIGHBORHOODS. BY CONNECTING PEOPLE
DIGITALLY, WE CAN MAKE THIS A REALITY.

ring

WHY WOULD YOU WANT TO START A DIGITAL NEIGHBORHOOD WATCH WITH RING?

1. YOU AND YOUR NEIGHBORS HAVE BEEN DIRECTLY AFFECTED BY CRIME. YOU'RE READY TO BE PROACTIVE AND TAKE A STAND FOR YOUR NEIGHBORHOOD

2. YOU LOVE THE PEACE OF MIND YOU GET FROM THE ABILITY TO ALWAYS BE HOME WITH RING DEVICES

3. YOU LOVE HOW SEAMLESS & EASY IT IS TO SHARE INFORMATION AND CONNECT WITH YOUR NEIGHBORS ABOUT ACTIVITY IN YOUR COMMUNITY

THE ABILITY TO SEE, SHARE AND SAVE VIDEOS THAT ARE CAUGHT ON RING, ENABLES NEIGHBORS TO BECOME CONNECTED AND ALERT, GIVING EACH OTHER A STRONG PEACE OF MIND FOR CREATING A SAFE AND HEALTHY NEIGHBORHOOD

REQUIRED STEPS TO GET STARTED

"THE FOUNDATION"

WHAT GOES INTO STARTING A DIGITAL NEIGHBORHOOD WATCH?



ring

BEFORE YOU CAN TAKE YOUR NEIGHBORHOOD WATCH DIGITAL AND STREAMLINE THE PROCESS, THERE ARE A COUPLE OF TASKS TO ACCOMPLISH WITHIN YOUR NEIGHBORHOOD WATCH GROUP.

1. YOU'LL FIRST NEED TO PURCHASE YOUR RING DEVICE THROUGH OUR [WEBSITE](#) OR A RING [NEIGHBORHOOD MANAGER](#).
2. YOU WILL NEED TO CHOOSE A DIGITAL NEIGHBORHOOD WATCH CAPTAIN - SOMEONE WHO WILL SET UP EVENTS, MANAGE MEMBERS, MANAGE SOCIAL MEDIA & PRODUCE INFORMATIONAL MATERIALS
3. YOU WILL NEED TO CREATE A TEAM: COLLECT AT LEAST 6-10 EMAILS AND PHONE NUMBERS OF NEIGHBORS THAT WILL PARTICIPATE IN YOUR NEIGHBORHOOD WATCH MEETINGS

WHAT GOES INTO STARTING A DIGITAL NEIGHBORHOOD WATCH?



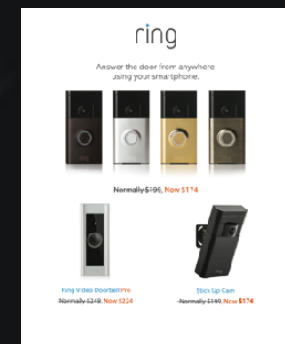
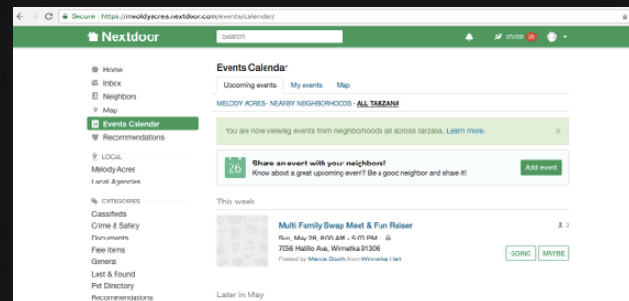
CONTINUED ...

4. NEXT, YOU'LL WANT TO START A PRIVATE FACEBOOK GROUP + CREATE AN ACCOUNT ON NEXTDOOR TO KEEP YOUR MEMBERS ENGAGED AND TO SHARE NEWS

5. YOU WILL WANT TO DISTRIBUTE PROMO OFFERS AND FLYERS TO MEMBERS SO THEY CAN BE ENROLLED IN THE RING MOVEMENT

6. IF YOU HAVE PREVIOUS RELATIONSHIPS WITH OFFICERS IN YOUR COMMUNITY, REACH OUT TO THEM TO CREATE PARTNERSHIPS IN ORDER TO GAIN ACCESS ON CRIME INFORMATION ABOUT YOUR NEIGHBORHOOD.

*IF YOU DON'T HAVE ANY RELATIONSHIPS, RING CAN HELP PUT YOU IN CONTACT WITH AN OFFICER TO JOIN YOUR TEAM



WHAT GOES INTO STARTING A DIGITAL NEIGHBORHOOD WATCH?



ring

CONTINUED...

7. ONCE YOU HAVE YOUR MEMBERS, ENSURE THEY'RE ACTIVE ON EITHER YOUR PRIVATE FACEBOOK GROUP, OR ON NEXTDOOR.

8. HAVE YOUR DIGITAL NEIGHBORHOOD WATCH TEAM CAPTAIN CREATE A CALENDAR OF ALERTS + CONTENT TO INTERACT/ENGAGE OTHER MEMBERS ON RING APP
(EX: YOU CAN COMMENT, SHARE, POST VIDEOS)

9. HAVE YOUR DIGITAL NEIGHBORHOOD WATCH TEAM CAPTAIN CREATE AN OUTLINE OF WHAT ISSUES NEED TO BE ADDRESSED IN THE COMMUNITY SO YOUR TEAM HAS CLEAR GOALS

10. HAVE YOUR DIGITAL NEIGHBORHOOD WATCH TEAM CAPTAIN SECURE A MEETING PLACE AND FORM OF COMMUNICATION FOR ALL MEMBERS (WE RECOMMEND A PRIVATE FACEBOOK GROUP AND/OR NEXTDOOR)

11. YOUR MARKETING MATERIAL SHOULD BE CREATED AND READY TO HAND OUT TO PUBLICIZE NEIGHBORHOOD WATCH
(USING RING DIGITAL NEIGHBORHOOD WATCH COLLATERAL PACKAGE)



SO YOU'RE READY TO
START A
DIGITAL NEIGHBORHOOD
WATCH?

ring

"THE PROCESS"

DIGITAL NEIGHBORHOOD WATCH PROCESS

ONCE YOU'VE MADE THE DECISION THAT YOU'RE READY TO START A DIGITAL NEIGHBORHOOD WATCH, YOU FIRST NEED TO GET IN CONTACT WITH A NEIGHBORHOOD MANAGER AT RING

PART I

"ON-BOARDING"

"ON-BOARDING"



1. YOU CAN CALL A NEIGHBORHOOD MANAGER @ (855) 688 7756 OR INQUIRE AT NEIGHBORHOODS@RING.COM

2. ONCE YOU SPEAK TO A NEIGHBORHOOD MANAGER THEY WILL WALK YOU THROUGH FILLING OUT A DIGITAL NEIGHBORHOOD WATCH APPLICATION

SOME QUESTIONS INCLUDE:

- WHAT IS YOUR ADDRESS?
- WHAT ARE YOUR MOTIVES FOR STARTING A DIGITAL NEIGHBORHOOD WATCH?
- WHAT IS THE RECENT CRIME HISTORY OF YOUR NEIGHBORHOOD ?

*IF RING DEVICES NEVER PURCHASED NEIGHBORHOOD MANAGER WILL WALK YOU THROUGH PROCESS TO PURCHASE DEVICE & PROVIDE PROMO CODE

DIGITAL NEIGHBORHOOD WATCH PROCESS

PART 2

“ON-BOARDING CONTINUED”

3. ONCE YOU HAVE YOUR RING APP DOWNLOADED AND SET UP WITH YOUR DEVICE, A NEIGHBORHOOD MANAGER WILL HELP GET YOU STARTED ON FACEBOOK AND NEXTDOOR AS AN ADDITION TOOL FOR YOUR DIGITAL NEIGHBORHOOD WATCH.

4. YOUR NEIGHBORHOOD MANAGER WILL ALSO EMAIL YOU OVER YOUR “RING DIGITAL NEIGHBORHOOD WATCH COLLATERAL PACKAGE”

- RING PRODUCT SHEET
- EMAIL CAMPAIGN TEMPLATES
- PROMO CODE
- DIGITAL NEIGHBORHOOD WATCH COLLATERAL (SEE NEXT SLIDE FOR EXAMPLES)
- EXPLAIN MONTHLY MILESTONES (SEE NEXT SLIDES FOR EXAMPLES)

DIGITAL NEIGHBORHOOD WATCH PROCESS CONTINUED

PART 3

“TAKING IT DIGITAL”

“TAKING IT DIGITAL”

5. AFTER YOUR SUCCESSFUL NEIGHBORHOOD WATCH MEETING, YOU CAN SET UP A QUICK TRAINING SESSION FOR NEIGHBORHOOD WATCH MEMBERS ABOUT THE RING APP AND RING PRODUCTS SO WE CAN SOLVE CRIME MORE EFFICIENTLY

6. YOUR NEIGHBORHOOD MANAGER WILL FOLLOW UP ON MONTHLY MILESTONES AND REWARD ANY SUCCESS TO ENCOURAGE SHARING OF THE DIGITAL NEIGHBORHOOD WATCH

DIGITAL NEIGHBORHOOD WATCH COLLATERAL INCLUDES...

1. RING PRODUCT SHEET
2. EDITABLE PROMO FLYERS
3. EMAIL CAMPAIGN TEMPLATES
4. PROMO CODES
5. GRAPHIC BANNERS FOR SOCIAL MEDIA

ring

Get \$25 off Ring Video Doorbell and Never Miss a Visitor.

Safer Homes, Safer Neighborhoods
Ring products have proven to reduce burglaries by up to 55%.

<p>Ring Video Doorbell</p> <p>See, hear and speak through your smartphone, tablet or desktop.</p> <p>Features Battery or Hardwire Install 720p HD Video Night Vision Optional Cloud Recording Flexible Placement</p>	<p>Ring Video Doorbell Pro</p> <p>Advanced security features and an all-in-one design give you the ultimate Ring experience.</p> <p>Features Requires Hardwire Connect on 720p HD Video Night Vision Optional Cloud Recording Flexible Placement</p>	<p>Ring Floodlight Cam</p> <p>HD security camera with floodlights and a siren alert.</p> <p>Features Advanced Motion Detection 720p HD Video Two-way talk 110 Decibel siren alarm Two 2x Lumens LED Floodlights Optional Cloud Recording</p>	<p>Ring Stick Up Cam</p> <p>The world's only wireless outdoor security camera with HD video and two-way audio.</p> <p>Features Battery or Solar Power (Optional) 720p HD Video Live View (with Solar Panel) Night Vision Optional Cloud Recording</p>
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Contact Us
Connect a friendly neighborhood manager to learn how you can help your community. Call (855) 888-7766 or Email eh@ring.com

SPECIAL OFFER FROM RING CITY NAME
GET \$25 OFF AT RING.COM USING PROMO CODE: **HELOARCAL**

Learn more at www.ring.com

Brentwood Neighborhood Watch

A DIGITAL NEIGHBORHOOD WATCH

#AlwaysHome with officer Johnson

Write something...

RECENT ACTIVITY

Montana Rose Yesterday at 10:42am
Welcome Officer Johnson to the team - Feel free to interact, reach out and say hello, and report any suspicious activities to this page... We are taking Neighborhood Watch Digital

Always Home

ring

Answer the door from anywhere using your smartphone.

Ring Video Doorbell Pro
Normally \$249, Now \$224

Stick Up Cam
Normally \$199, Now \$174

Always Home

Learn more at www.ring.com

DIGITAL NEIGHBORHOOD WATCH MONTHLY MILESTONES

MONTH 1

CREATE NEIGHBORHOOD WATCH
EVENT + SHARE EVENT + COMPLETE
EVENT AND POST VIDEO FROM
NEIGHBORHOOD WATCH ON SOCIAL
PLATFORMS AND RECEIVE PROMO
CODES FOR ALL THOSE WHO
ATTENDED EVENT FOR FUTURE RING
DEVICES

MONTH 2

CONVERT 10 NEW USERS
BY DOWNLOADING RING APP AND
RECEIVE FREE SWAG FOR ALL USERS

MONTH 3

SOLVE A CRIME WITH THE HELP OF YOUR
LOCAL POLICE OFFICER AND RECEIVE
50% OFF OF ANY PRODUCT

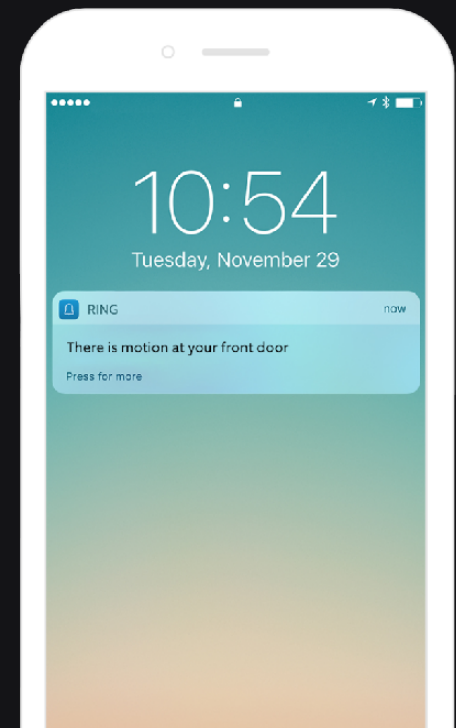
MONTH 4

BLOG ABOUT RING APP IN A POSITIVE
WAY ON PERSONAL FACEBOOK WALL
AND/OR PROMOTE RING DEVICES IN
NEIGHBORHOOD WATCH FACEBOOK PAGE
= FREE SWAG (SCREENSHOT REQUIRED)

HOW DOES RING KEEP
YOU SAFE?

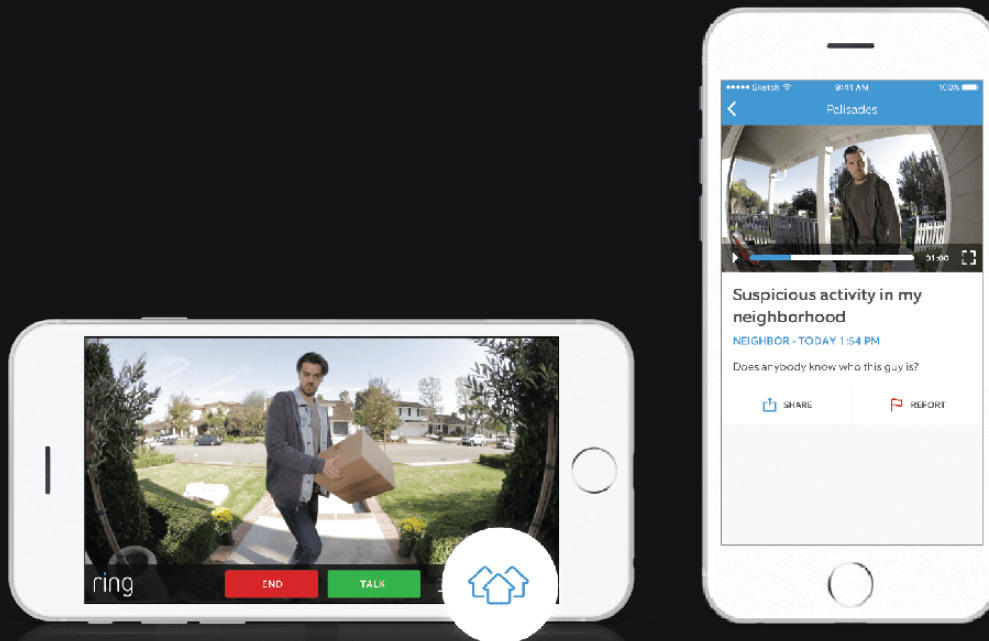
HOW RING DEVICES KEEP YOUR HOME SAFE

BY CREATING INNOVATIVE DEVICES THAT LET YOU MONITOR YOUR HOME FROM ANYWHERE, RING PUTS THE POWER OF HOME SECURITY IN YOUR HANDS. RING SENDS YOU INSTANT ALERTS WHEN PEOPLE PRESS YOUR DOORBELL OR TRIGGER RING'S BUILT-IN MOTION SENSORS. WHEN YOU ANSWER THE ALERT, YOU CAN SEE, HEAR AND SPEAK TO PEOPLE ON YOUR PROPERTY FROM YOUR PHONE, TABLET AND PC.



HOW RING DEVICES KEEP YOU SAFE?

RING IS ON A MISSION TO REDUCE CRIME IN NEIGHBORHOODS. WITH RING, YOU CAN EASILY SHARE VIDEOS WITH YOUR NEIGHBORS AND LOCAL LAW ENFORCEMENT, SO YOU CAN ALL WORK TOGETHER TO COMBAT CRIME IN YOUR COMMUNITY. RING KEEPS YOU CONNECTED TO NOT ONLY YOUR HOME, BUT ALSO YOUR COMMUNITY, SO WE CAN HELP MAKE OUR NEIGHBORHOODS SAFER FOR ALL.



BY CONNECTING NEIGHBORS AND SHARING VALUABLE FOOTAGE WE PROVIDE PRICELESS PEACE OF MIND AND SAFETY

HOW CAN RING KEEP YOUR NEIGHBORHOOD SAFE?

SHARING IS AN IMPORTANT PART OF THE RING EXPERIENCE, AND WITH OUR APP YOU HAVE AN EASY WAY TO SHARE RING VIDEOS TO ALERT YOUR NEIGHBORS OF ANY SUSPICIOUS ACTIVITY IN YOUR NEIGHBORHOOD AND PUT AN END TO CRIME

1

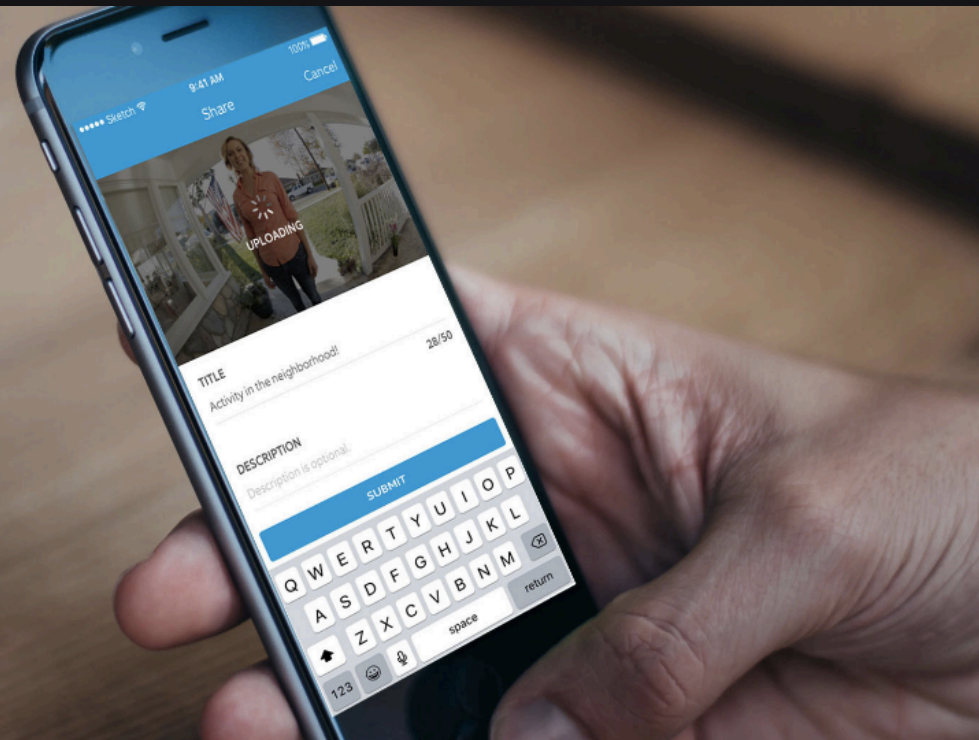
Set a radius around your home, and you'll get an alert when neighbors share Ring videos.

2

Now, you can watch the Ring videos recorded by your neighbors right in your app.

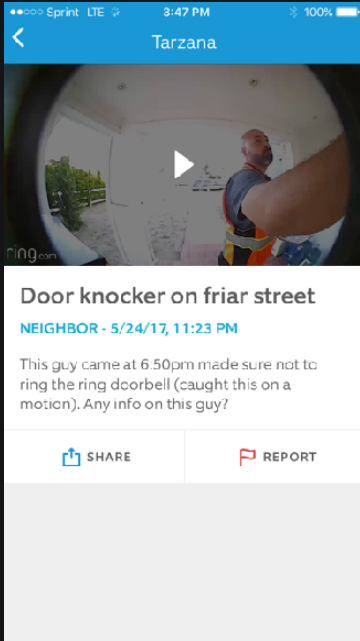
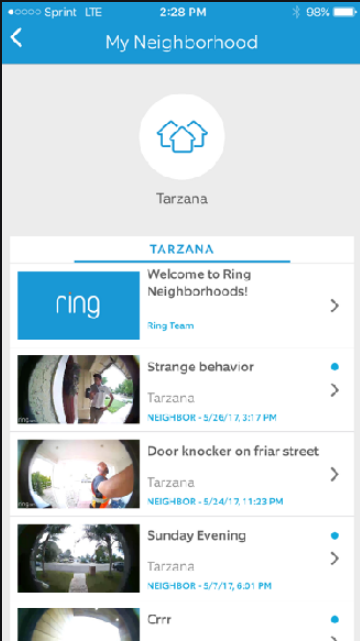
3

If your Ring catches something suspicious, you can share the video with your neighbors too.



HOW CAN RING KEEP YOUR NEIGHBORHOOD SAFE?

HERE LIVES YOUR NEIGHBORHOOD ACTIVITY WITHIN THE RING APP SO YOU CAN BE UP TO DATE OF ALL ACTIVITY AND POSSIBLE CRIME IN YOUR NEIGHBORHOOD



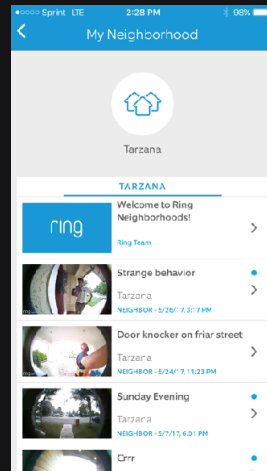
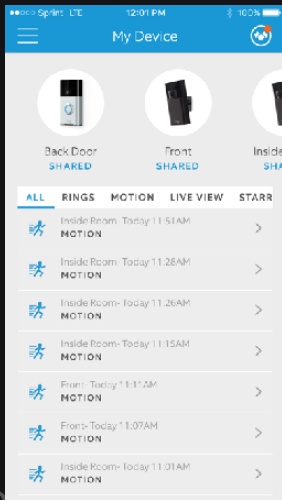
THIS IS AN EXAMPLE OF A VIDEO POSTED IN YOUR NEIGHBORHOOD ACTIVITY. WITH CUSTOMIZABLE DESCRIPTION THIS HELPS OTHER NEIGHBORS KEEP AN EYE OUT FOR SUSPICIOUS OR ABNORMAL ACTIVITY

OTHER HELPFUL RING APP TIPS

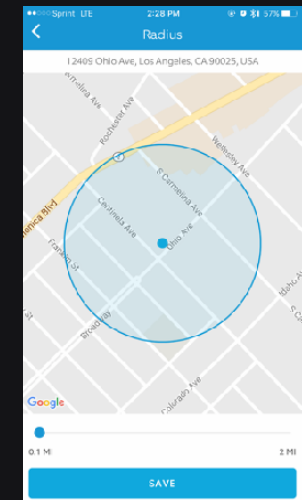
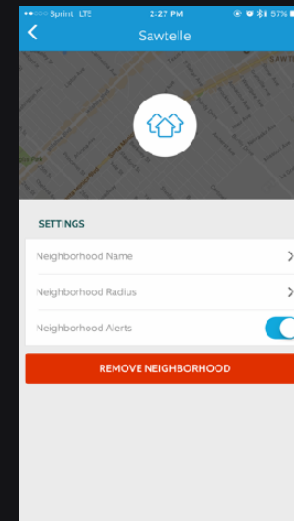
THIS IS YOUR NEIGHBORHOOD FEED IN YOUR RING APP ALSO KNOWN AS ALL ACTIVITY IN YOUR RADIUS. VIEW VIDEOS, SHARE VIDEOS OR CLICK ON HOME ICON TO EDIT APP SETTINGS

FOR NEIGHBORHOOD ALERTS: YOU ARE ABLE TO MAXIMIZE OR MINIMIZE YOUR RING OF SECURITY IN ORDER TO CHOOSE WHICH ACTIVITY ALERTS YOU WANT TO RECEIVE FROM YOUR NEIGHBORHOOD

THIS SHOWS YOUR DEVICES AND YOUR DEVICES ACTIVITY. HOME ICON IS A QUICK JUMP TO NEIGHBORHOOD FEED



HERE IN YOUR SETTINGS YOU CAN EDIT THE NAME OF YOUR NEIGHBORHOOD, RADIUS, & ALERTS (MAKE SURE ALERTS ARE ON SO YOU CAN RECEIVE PUSH NOTIFICATIONS)



BEST PRACTICES FOR NEIGHBORHOOD WATCH



SUSPICIOUS ACTIVITY YOU NEED TO LOOK OUT FOR

**IF YOU SUSPECT CRIMINAL ACTIVITY,
REPORT THE INCIDENT TO YOUR LOCAL
OFFICER AND SHARE THE NEWS ON DIGITAL
NEIGHBORHOOD WATCH PLATFORMS**

- A STRANGE PERSON LOITERING AROUND HOMES WHILE YOUR NEIGHBORS ARE AWAY
- STRANGE VANS OR CARS DRIVING AROUND YOUR NEIGHBORHOOD WITH NO APPARENT BUSINESS
- PEOPLE POSING AS UTILITY WORKERS
- BECOMING AWARE OF YOUR UNUSUAL ACTIVITY IN/ AROUND YOUR NEIGHBORHOOD.
- ANY PERSON WALKING DOWN THE STREET REPEATEDLY STARING INTO CAR WINDOWS

GET TO KNOW YOUR LOCAL LAW ENFORCEMENT OFFICER(S)

RING CAN HELP YOU ENROLL A LAW ENFORCEMENT
OFFICER ON YOUR NEIGHBORHOOD WATCH TEAM



HOME SECURITY TIPS



MAKE SURE YOUR HOME IS SECURE

1. UPGRADE YOUR HOME'S LOCKS AND INSTALL RING DEVICES FOR MAXIMUM SECURITY. INSTALL RING VIDEO DOORBELLS AND RING STICK UP CAMS FOR ULTIMATE PROTECTION
2. KEEP YOUR VALUABLES SECURE AND LOCK WINDOWS/DOORS WHEN YOU'RE NOT HOME
3. ENCOURAGE YOUR NEIGHBORS TO WATCH FOR SUSPICIOUS ACTIVITY
4. LEAVE YOUR LIGHTS ON IN YOUR HOME TO DETER CRIMINALS
5. UPLOAD SUSPICIOUS VIDEOS FROM YOUR RING DEVICES TO RING APP TO SHARE WHAT IS GOING ON IN YOUR AREA

DIGITAL NEIGHBORHOOD WATCH DO'S & DON'TS

DO'S

- LEARN WHAT IS NORMAL AND NOT NORMAL IN YOUR NEIGHBORHOOD
- TAKE A PROACTIVE STANCE AGAINST CRIME. GET OTHER NEIGHBORS INVOLVED!
- ATTEND NEIGHBORHOOD WATCH MEETINGS AND INTERACT ON RING'S RING APP
- REPORT ALL CRIMES TO THE POLICE
- BE PROACTIVE IN IDENTIFYING CRIME
- BE FRIENDLY WITH YOUR NEIGHBORS SO YOU CAN CREATE A NETWORK FOR NEIGHBORHOOD WATCH

DON'TS

- DON'T TAKE THE LAW INTO YOUR OWN HANDS
- DON'T APPROACH SUSPICIOUS PEOPLE
- DON'T INVESTIGATE SUSPICIOUS CARS
- DON'T TAKE UNNECESSARY RISKS TO OBTAIN INFORMATION ABOUT SUSPICIOUS ACTIVITIES
- DON'T HESITATE TO CALL POLICE IF YOU SEE ANYTHING IN YOUR NEIGHBORHOOD THAT IS SLIGHTLY OFF



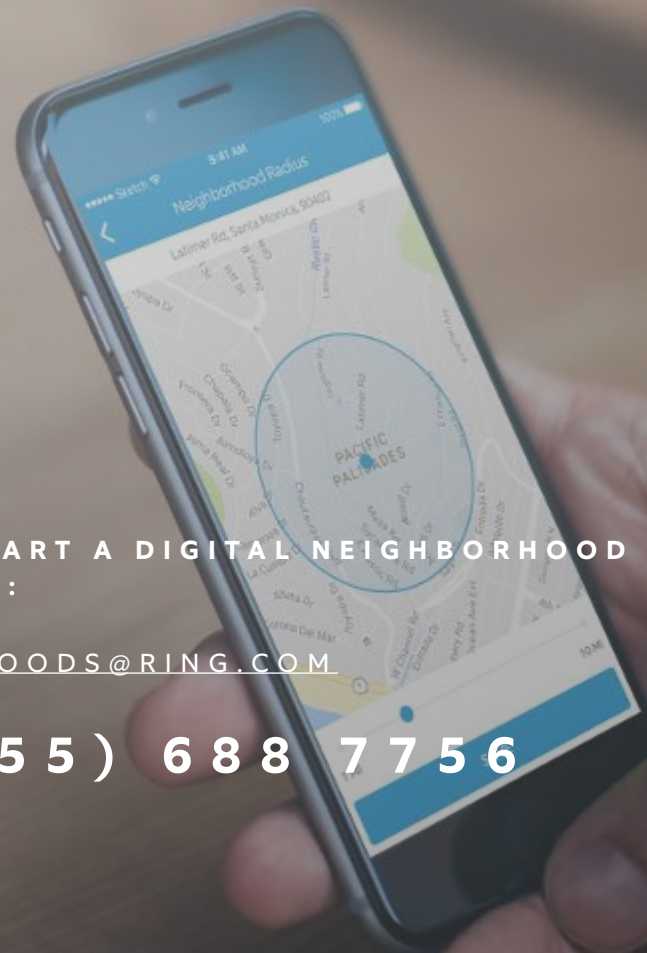


OUR DIGITAL NEIGHBORHOOD WATCH KEEPS YOU ON THE CUTTING
EDGE OF ACTIVITY AND COMMUNICATION IN YOUR NEIGHBORHOOD
AND ALLOWS YOU TO **ALWAYS BE HOME**.

AT RING, WE BELIEVE WORKING TOGETHER AND SHARING HAS ALWAYS
BEEN THE FOUNDATION OF STRONG COMMUNITIES.

OUR MISSION IS TO TRANSFORM COMMUNITIES BY CONNECTING
PEOPLE AND REDUCING CRIME, THEREFORE MAKING NEIGHBORHOODS
A SAFE HAVEN FOR ALL.

DIGITAL NEIGHBORHOOD WATCH™



LOOKING TO START A DIGITAL NEIGHBORHOOD WATCH?
CONTACT US AT:

NEIGHBORHOODS@RING.COM

(855) 688 7756

