

Introducing the New FrontPoint Doorbell Camera

Market Analysis: Competitive Matrix of Top-End DB Cameras

	Frontpoint/ADC: Skybell HD 2.0	Ring Pro	Vivint (self-manufactured)
Price	\$189	\$249	No upfront cost though roughly \$300 built into monthly pricing
Power	Requires an existing hardwired doorbell	Requires an existing hardwired doorbell	Requires an existing hardwired doorbell
Warranty	3 year but considered life	1 year	Life
Theft Guarantee	Will replace the 1 st one	Yes	No
Interchangeable faceplates	N/A	4	N/A
Motion Detection	Standard motion alerts	Draw and create custom shaped motion zones	Unknown, believed to be standard motion alerts
Wifi connection	2.4 ghz	2.4 + 5 ghz	2.4 ghz
Cloud recording	Included in top end plan (UM)	\$3 a month	Included in top end plan
DIY Friendly	Yes	Yes	No

Opportunity Analysis: Doorbell Camera Features

- Real-time 2 way audio
- Night vision
- Motion Sensor
- 1080p/720p resolution
- Rated for outdoor use
- 180 degree view
- Mobile App compatible
- Cloud-based storage
- Live camera viewing
- Integrated with automation devices

Product Positioning: “Why Buy the Doorbell Camera from FP?”

1. **Legendary Service/Trusted Partner** – Doorbell cameras are relatively new to the marketplace though has transitioned beyond the earlier adopter phase. Frontpoint will transparently guide a customer through the pitfalls of the installation as well as offer its money-back guarantee
2. **Integration** – Buying from FP as opposed to Skybell/Ring directly gives you a one-stop shop for security and home automation. This is something FP needs to start emphasizing as FP becomes the hub of the connected home
3. **Unparalleled Warranty** – FP provides a warranty on hardware for the length of your contract. Every other provider only has a one year warranty. FP stands by the customer and the equipment it sells.

Questions Answers

- What happens if the doorbell camera is stolen? **File a police report. FP will replace the first one.**
- How is the image quality? **It is great. 1080P. Very Clear. 180 degree.**
- Does it work with the Qolsys panel? The Frontpoint app? **No to Qolsys, yes to app.**
- Is it water resistant? **Yes**
- Is it compatible with Smartlocks? **It can all be used from the same app once FP launches doorlocks**
- Will FP be selling a battery powered DM cam? **It is on the roadmap but no ETA**
- Where do I get notified of a ring? **Notification on the Phone**
- How long does it take to install? **Around 10 minutes if existing DoorBell is a powered and has a mechanical chime**