



SoundThinking Brand Positioning Statements

Short

SoundThinking™ (formerly ShotSpotter®) is a public safety technology company that provides data-driven solutions and strategic advisory services to law enforcement and community assistance groups, enabling more efficient, effective, and equitable public safety outcomes.

Medium

SoundThinking™ (formerly ShotSpotter®) is a public safety technology company that provides data-driven solutions and strategic advisory services to law enforcement and community assistance groups, enabling more efficient, effective, and equitable public safety outcomes. The company's SafetySmart™ platform features the leading acoustic gunshot detection system, powerful investigative tools, including the number one search engine for investigative leads, a centralized investigation management system, and resource deployment software for field staff planning.

Long

SoundThinking™ (formerly ShotSpotter®) is a public safety technology company that provides data-driven solutions and strategic advisory services to law enforcement and community assistance groups, enabling more efficient, effective, and equitable public safety outcomes. The company's SafetySmart™ platform features the leading acoustic gunshot detection system, powerful investigative tools, including the number one search engine for investigative leads, a centralized investigation management system, and resource deployment software for field staff planning. Founded in 1996, SoundThinking is trusted to empower the decision-making of more than 250 customers and 2,000 agencies worldwide and counting, with additional community reach utilizing the Data for Good program.