



**ICOP DIGITAL, INC.**  
( NASDAQ: ICOP )

**Serving Mobile Video Markets  
for Public Safety**

October 2010



## SAFE HARBOR STATEMENT

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements are subject to risks and uncertainties that could cause actual results to vary materially from those projected in the forward-looking statements. The Company may experience significant fluctuations in future operating results due to a number of economic, competitive, and other factors, including, among other things, the size and timing of customer contracts, new or increased competition, changes in market demand, and seasonality of purchases of the Company's products and services. These factors and others could cause operating results to vary significantly from those in prior periods, and those projected in forward-looking statements. Additional information with respect to these and other factors, which could materially affect the Company and its operations, are included in certain forms the Company expects to file with the Securities and Exchange Commission.



## WHO IS ICOP?

### PHILOSOPHY

Without local security, there can be no national security.

### VISION

To deliver technology that enhances emergency response professionals' ability to protect our communities.

### MISSION

To deliver video technology solutions that enable effective collection and efficient management of evidentiary information.





## ICOP OVERVIEW

- Founded May 2002
- Substantial High Growth Markets
- NASDAQ: ICOP
- 50 Employees
- Blue Chip Team
- GSA Contractor
- Quality Leader
- Unique Product Innovations



## PROVEN LEADERSHIP

- **David C. Owen, Chairman, CEO and Director**
  - Bank Owner, Investment Banker, Kansas State Senator and Kansas Lt. Governor
- **Laura E. Owen, COO, President and Director**
  - Entrepreneur, Investment Banker, Kansas Secretary of Commerce
- **Mickie Koslofsky, Chief Financial Officer**
  - BS Accounting, MBA, CPA
- **David H. Nicholl, Director of Research and Product Development**
  - Product Development, Bayer Corporation
- **Bob Bradley, Director of National Sales and Marketing**
  - Vice President of Sales, Integrian and SlickEdit



## INDEPENDENT DIRECTORS

### ■ Larry Stambaugh

Mr. Stambaugh is Chairman of the Board, President & CEO of Cryoport, Inc (OTCBB.CYRX). He is also a principal at Apercu Consulting, where he serves as an advisor to private and public boards and management. Mr. Stambaugh is a co-founder and former Chairman at Ridge Diagnostics and Director at EcoDog. He is also the former Chief Executive Officer and President of Calando Pharmaceuticals, Inc., co-founder, Chairman & CEO of Maxim Pharmaceuticals, and the Chairman & CEO of ABC Laboratories. Mr. Stambaugh has had a focus on board activities and corporate governance practices for nearly three decades. He speaks on best practices and current issues in corporate governance.

### ■ Roger Mason

20 years in manufacturing management (Road Electronics, Birdview Satellite Communications, Cobalt Boats, and Mason Electronics)





## INDUSTRY ADVISOR

### **Louis Anemone, Chief of Department - NYPD (Retired)**

Chief Anemone is a 35 year veteran of the New York Police Department. For the last five years of his tenure, he was the Chief Operating Officer, the highest sworn officer rank in the Department.

Further, Anemone is noted as one of the co-developers of the Compstat Unit, created to provide the Department with snapshots of preliminary crime statistics which allow tactical planning and deployment of resources to fight crime.

In 1996, Compstat received national recognition as a recipient of the Ford Foundation and Harvard's Kennedy School of Government award for Innovations in American Government. During his tenure with the NYPD, homicides were reduced 60 percent, violent crime dropped 50 percent, and police use of deadly force fell 60%.

In 1996, Chief Anemone made sure the Cold Case Squad was successfully put into place with some of the best detectives from the newly merged police departments.

He now owns and operates his own law enforcement and counter-terrorism consulting company, Anemone Consulting, Inc.



## INDUSTRY ADVISOR

### **Tully Plessner, Chairman – Consensus Research Group**

Plessner serves as Chairman of Consensus Research Group, a global strategic research and consulting organization headquartered in New York City with Research Centers in Philadelphia, Los Angeles and Düsseldorf, Germany.

Prior to the formation of Consensus, he was founder and President of Cambridge Marketing & Opinion Studies until its acquisition by the Minneapolis Star & Tribune Companies.

Plessner has held previously held executive research posts at Hal Riney & Partners Advertising, the Interpublic Group of Companies, and served as political research consultant to the Republican National Committee and the National Republican Senatorial Committee.

Clients include (among others):

Time, Inc. General Motors, Chase Marsh & McLennan, Newsweek, Pfizer, Citicorp, The MONY Group, Financial Times, Mars, Inc., UBS, Lehman Brothers, ABC-TV, Wal-Mart, Ernst & Young, Humana





**ICOP**

# **BREAKTHROUGH PRODUCTS**

**A TECHNOLOGY LEADER**

**ICOP Model 20/20<sup>®</sup>-W**

**ICOP 20/20 VISION<sup>™</sup>**

**ICOP EXTREME<sup>™</sup>**

**ICOP DVMS<sup>™</sup>**

**ICOP iVAULT MMS<sup>™</sup>**

**ICOP LIVE<sup>™</sup>**

# ICOP

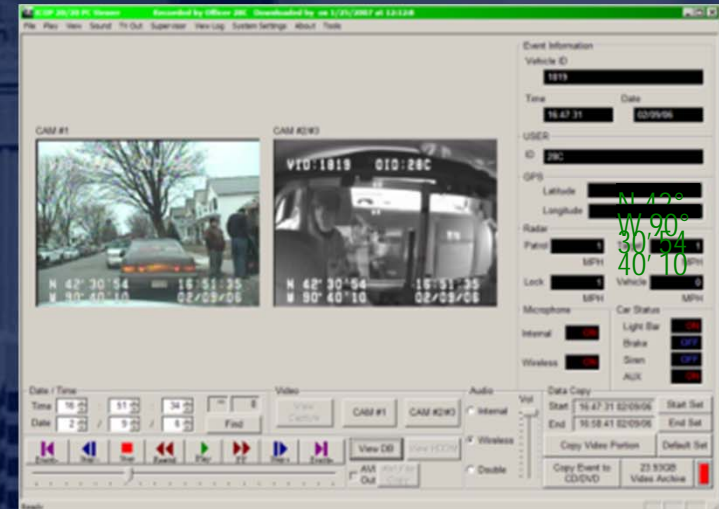
## ICOP MODEL 20/20<sup>®</sup>-W and ICOP 20/20 VISION<sup>™</sup>



# ICOP

## ICOP DVMS DIGITAL VIDEO MANAGEMENT SYSTEM

- (Basic) Secure, minimal IT involvement, user friendly
- Quickly search for and retrieve video events
- Allow authorized network personnel immediate access from their desks
- Frame by frame analysis





# ICOP

## ICOP IVAULT

- Video & Case File Management
- Chain of Custody Reports
- Viewing Video
- Indexed Files for Fast Search & Retrieval
- Share Video & Other Case Files Over Internal Network or the Web
- Secured with Login and Password
- Integrated with Microsoft Active Directory



# ICOP

## ICOP LIVE

- Live Streaming of Video
- Unlimited Multiple/Simultaneous Viewers
- Access through Internet Browser (no software to install)
- Provides Situational Awareness for First Responders and Managers
- Patent awarded March 2010

Redefining Emergency Management



# ICOP<sup>®</sup>

## INNOVATIONS

- Solid State Drive Modules
  - Standard & Industrial, up to 128 GB
- 802.11n Wireless
  - Redesign delivers superior upload transfer speeds
- Radio Upgrade Options
  - XM Satellite Radio
  - HD



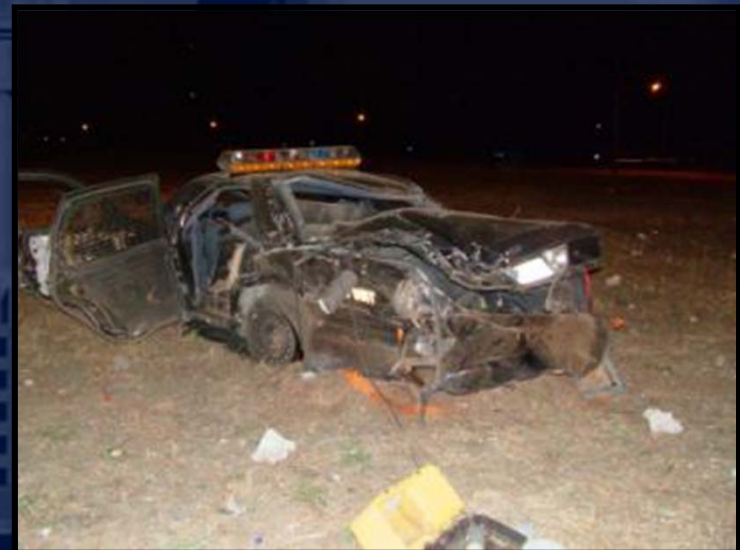


# **ICOP**

## **WHY ICOP?**



**Quality Matters**



**Quality Convicts**

# **ICOP<sup>®</sup>**

## **TARGET MARKETS**

- Law Enforcement
- Military Installations
- Border Patrol
- Tribal Agencies
- National Park Police
- College Campus Security





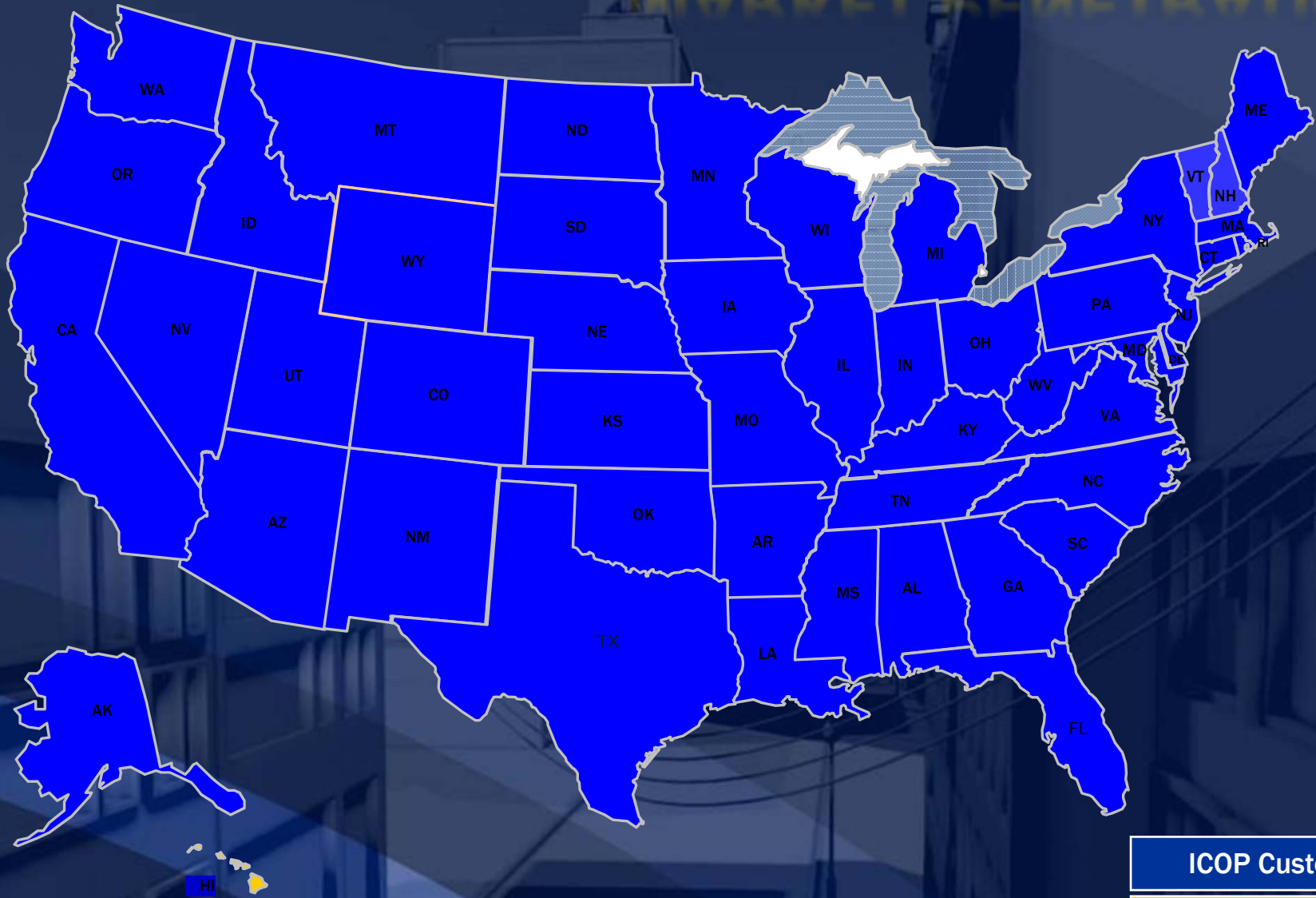
## RECURRING REVENUE

- Warranty Extensions
- ICOP LIVE Subscriptions
- Hardware Upgrades and Replacement Units
- Professional Services



# ICOP<sup>®</sup>

## MARKET PENETRATION



ICOP Customer

ICOP Customer Soon



## SALES CHANNELS

### DOMESTIC

- Direct Sales Team
- Manufacturers Representatives and Dealers
- Partners – Raytheon (reseller), Sprint, Dell, General Dynamics

### INTERNATIONAL

- ICOP Distributors
  - Middle East
  - Mexico
  - South America

# ICOP<sup>®</sup>

## SAUDI ARABIA



### أسباب التوقيف

- 10:
- 11: توقيف سروري (روتيني)
- 12: توقيف سروري (جناثي)
- 13: حادثة سرور
- 14: قيادة تحت تأثير مسكر
- 15: تعقب بسبب حالة طارئة
- 16: مطاردة سيطرة
- 17: استخدام العنف
- 18: توقيف
- 19:

أحفظ





## SAUDI ARABIA

### OPPORTUNITY

- Large Market for Police Vehicles
- MOI: One Agency

### RECENT DEVELOPMENTS

- 5 ICOP Servers Installed
- Appointment to U.S. – Saudi Business Dialogue
- MOU for Joint Venture Signed with DDIT

# ICOP<sup>®</sup>

## GENERAL DYNAMICS



- Agreement to Co-Market Bundled ICOP and GD Products
- Lead Sharing and Joint RFP Opportunities
- Highly rugged laptop computers designed for Public Safety markets, in concert with the ICOP in-car video product line.

# ICOP<sup>®</sup>

# RAYTHEON



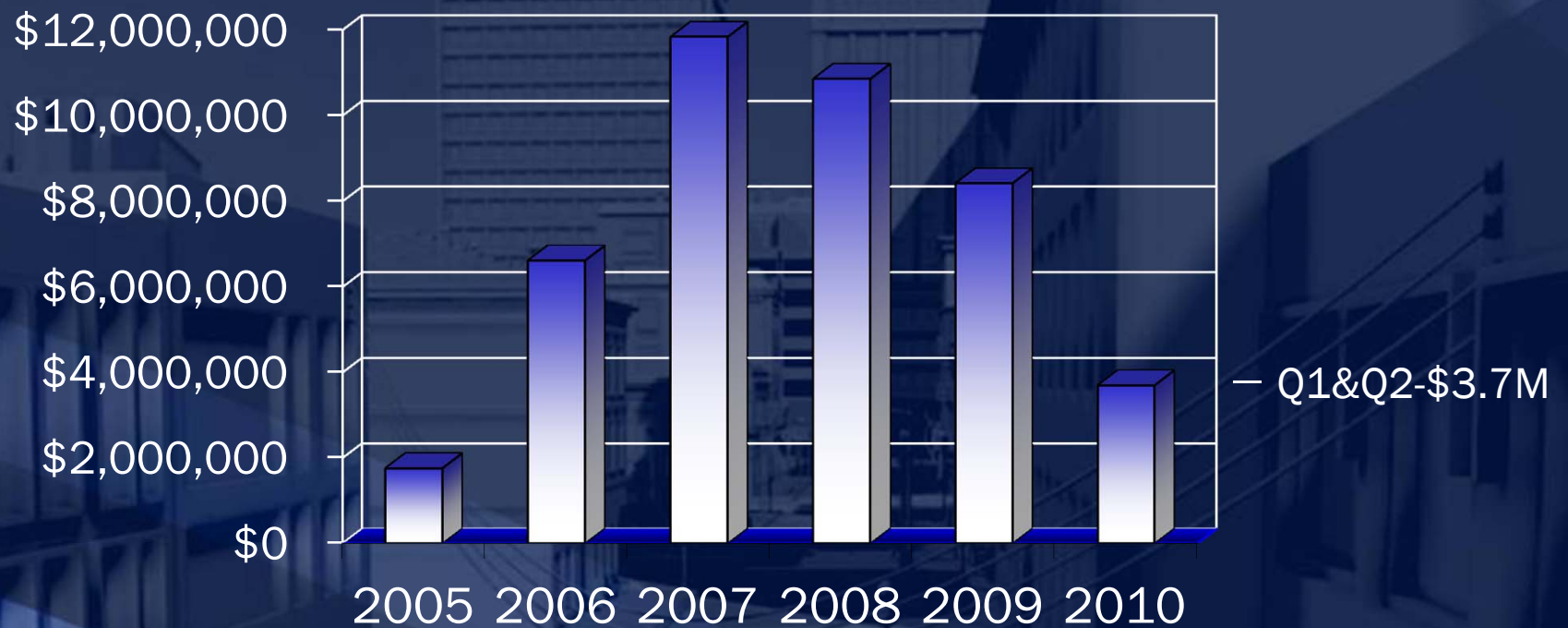
- International Partnership
- National Road Show Tour
- Cobranded Products
- Target Markets
- Tier One Tech Support
- First Orders



# ICOP<sup>®</sup>

## PERFORMANCE

Revenue





## INVESTOR FACTS

Ticker - Stock:

NASDAQ: ICOP

Sector:

Surveillance Technology

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Recent Price:

\$1.85 ICOP

Shares Outstanding:

2.7 Million

12-Month Range:

\$0.78 - \$3.03

Approximate Float:

2.57 Million

Market Cap:

\$5.04 Million

Avg. Daily Volume:

187,473

Insider Ownership:

5.6%

Fully Diluted:

3.67 Million

*\*As of 10/01/10*



**ICOP**

## **ICOP Digital, Inc.**

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