

POPSHIELD

Law Enforcement De-Escalation is Attainable

Through technological innovation

Community Pressure

- Political and community pressure to reduce police shootings through “De-Escalation” has been a challenging and often abandoned concept within law enforcement agencies.
- Today, de-escalation is more attainable without increasing the risk to police officers through enhanced protection technology.



Cops Are Not Super-Humans

Community politics and expectations of law enforcement officers have tried to make them super-humans, possessing attributes that simply don't exist within any of us. Here is the truth.

They want to go home to their families at the end of their shift.
They confront disrespectful and violent people and criminals.
They see more crime in a week than we will see in a life-time.
They don't want to get hurt doing their job.
They don't want to die doing their job.
They don't want to shoot anyone.
They know they are a target every time they step out of their vehicle.
They may be targets just sitting in their vehicles.
They can never relax during their shift.

AND, IN A SPLIT-SECOND, DURING MOMENTS OF CHAOS, INFUSED WITH ALL OF THE EMOTIONS ABOVE, THEY ARE ASKED TO SHOW RESTRAINT AND MAKE SUPER-HUMAN DECISIONS.



Escalation Is Caused By Fear..... Restraint Comes from Confidence

When a police officer is faced with the potential of being shot at, here is what they know, which impacts their split-second, decision-making process.

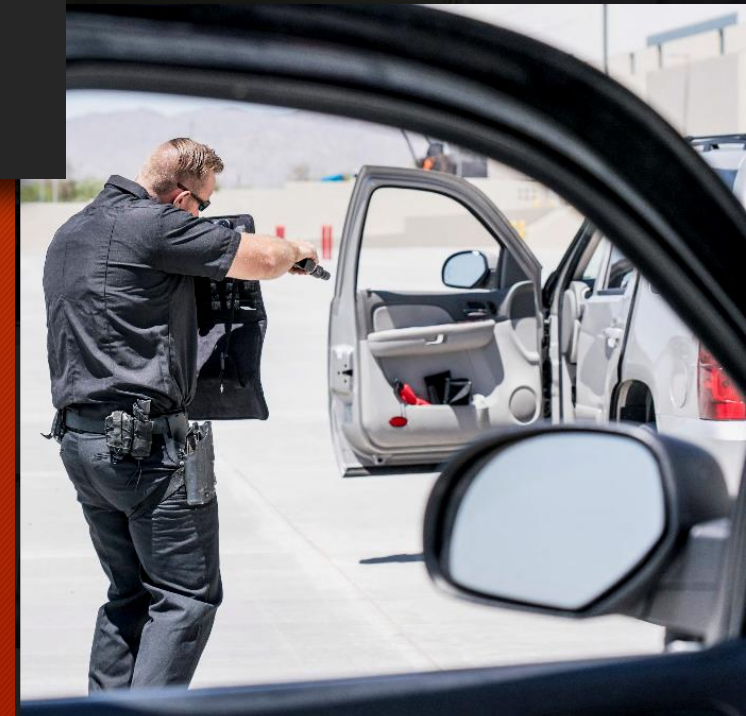
- Their head, arms, legs, and lower torso are not usually protected.
- Their vest is not bullet proof, it is bullet-resistant.
- The vest does not make them “superman”.
- They could still live or die depending on the weapon being used against them.
- They will get hurt as a result of “backface deformation” of the vest worn on their body.
- The vest-to-body contact could knock them off their feet making them vulnerable.

THIS VULNERABILITY ADDS TO THEIR FEAR FACTOR WHICH IMPACTS THEIR DECISION-MAKING PROCESS AND TIMING.



The Solution:
Reduce Fear & Improve Confidence by Giving
Them **3 Times** More External Protection

Our Formula:
Added Protection = More Confidence
More Confidence = More Time to Discern
More Time to Discern = Opportunity to De-Escalate.



Introducing **PopShield**

- Large bulletproof surface area
- Folded for easy storage
- One second “handle-trigger” release
- Does not wound the body
- Lightweight and highly maneuverable
- Deployable inside the vehicle
- Increases confidence
- Can be used to protect civilians
- Easily carried while on foot
- Optional second gun tourniquet
- Extra long model available
- 5 year warranty



Trigger Handle Deploys in One Second



Watch the Videos
www.shieldtechnologyinc.com

Build-in Quick Release
One-handed operation with easy push button to deploy.

Never go to work without it

Bulletproof Certificate
NIJ-III A compliant. Resists rounds from 9mm, 357mag and 44mag weapons.

Protection = Confidence



See Live Video Demonstrations at
www.shieldtechnologyinc.com



We understand your financial limitations. If you don't have the budget to purchase PopShields, you can rent PopShields for less than \$29.00* a month. We will work with you to find a way to protect your officers.

* One Year Contract



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