

[Potential Danger Detected]

Name: Emily

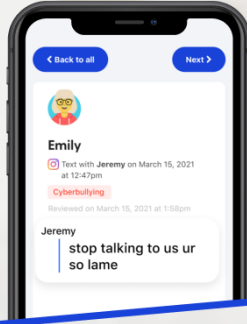
Age: 16

Location:

Mobile Phone

Potential Danger:

Cyberbullying



bark

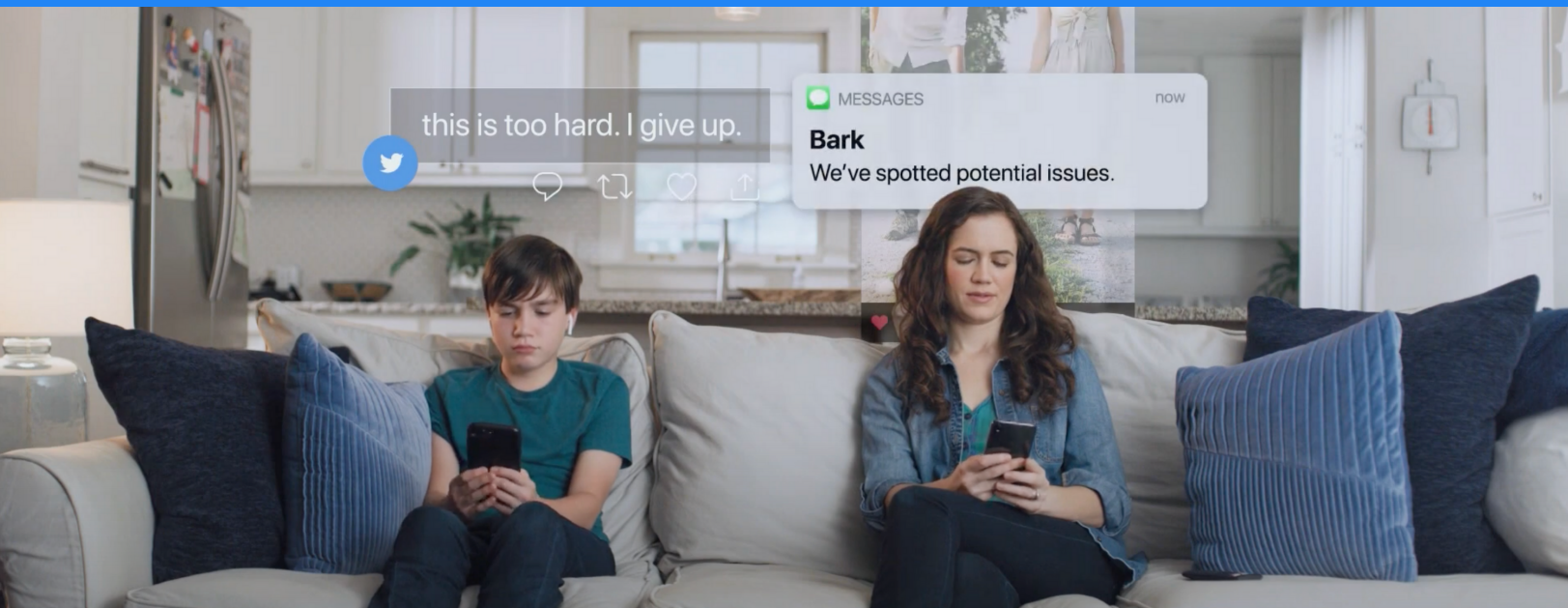
Digital Monitoring Powered by A.I.

A Unique New Service Offering for ISPs

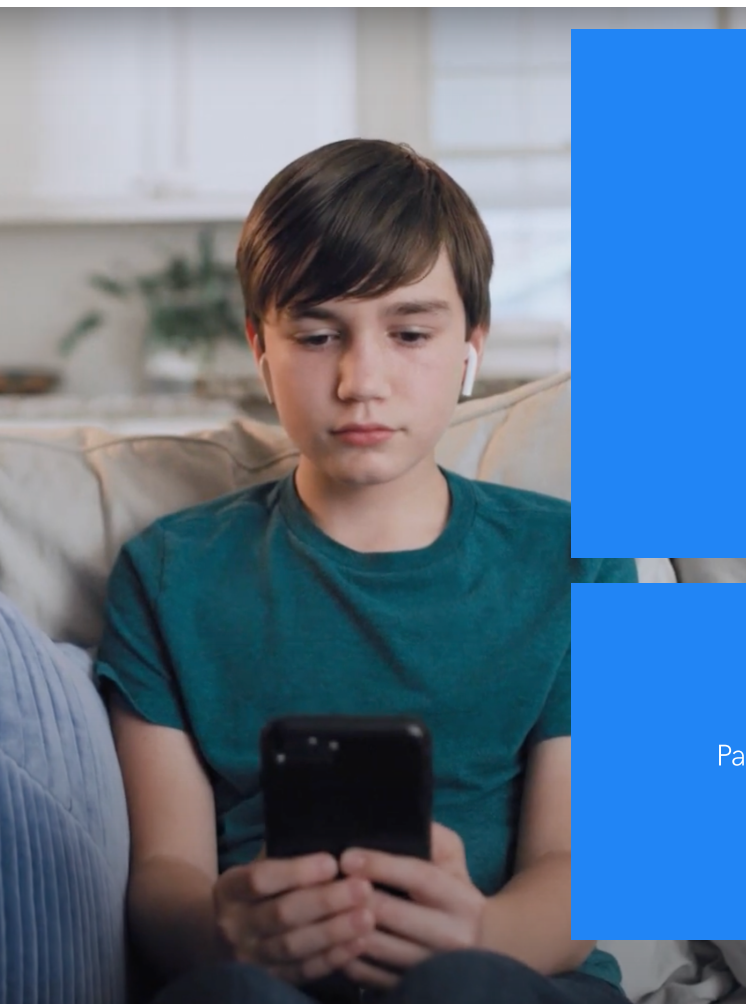
Bark Solution Overview

Visit us.comtrend.com/bark | (949) 753-9640 | NA.Sales@comtrend.com

Helping Parents Keep Kids Safe Online and in Real Life



A Comtrend Gateway and Bark enable a Digital Monitoring Service powered by artificial intelligence (AI) that offers around-the-clock digital protection 24/7.



Monitoring Powered by AI

1 Analyzes Signals

Depression, Bullying, Suicide, Violence, Sexual Predation

2 Deciphers Mediums

Emojis, Slang, Posts, Memes, Images

3 Scans Platforms

Social Media, YouTube, Google Docs, Email, Text Messages



Parental Alerts

Parents receive automatic alerts when Bark detects potential issues.

Parents also receive expert recommendations from child psychologists for addressing them.

Issues Parents Need to Watch For

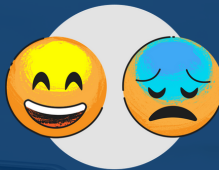
Bullying

76.7% of tweens and 82.0% of teens experienced bullying as a bully, victim, or witness.



Mental Health

45.5% of tweens and 66.3% of teens engaged in conversations about depression.



Violence

88.5% of tweens and 94.1% of teens expressed or experienced violent subject matter/thoughts.



Self-Harm/ Suicide

41.4% of tweens and 66.6% of teens were involved in a self-harm/suicidal situation.



Drugs/ Alcohol

78.0% of tweens and 91.1% of teens engaged in conversations surrounding drugs/alcohol.



Sexual Content

70.9% of tweens and 87.9% of teens encountered nudity or content of a sexual nature.



Source: Bark Annual Report: 2020 Research on Children and Technology

Using AI to Detect Issues in Real Time

- Machine-learning technology analyzes context, not just key words.
- Analyzes ever-growing content types: text, images, audio, and video (i.e. emojis, slang, posts, memes).
- Recurrent Neural Network (RNN) is trained to understand the variations of slang.
- Robust Data Annotation team labels the data each day to enable the algorithm to keep learning.



Get Insights from Advanced AI



Monitor Content for Digital Dangers.



Manage screen time for healthy limits.



A look into what Bark has already accomplished.

16.6+ billion
activities analyzed

173+ thousand
severe self-harm situations detected

5.5+ million
children protected

1.6+ milion
severe bullying situations detected

Service Provider Benefits

HELP YOUR COMMUNITIES CONNECT SAFELY



Help protect families

Parental controls are more important than ever in today's connected world. Lean on our experience with helping keep more than 5.5 million kids safe in the U.S.



Stand out from competitors

Bark is the most comprehensive parental control solution on the market — offering our award-winning platform to your subscribers gives you a competitive edge.



Make more money

Let us help you increase revenue from existing users, whether that's by directly increasing subscription revenue or by leasing more CPE.

Customer Benefits

BARK IS THERE WHEN PARENTS CANNOT BE

Around-the-clock digital protection 24/7



As a busy parent, reading every text message, post, and email just isn't realistic. Bark is there to give parents peace of mind knowing they are doing everything they can to protect their children.

Total protection whether children are in the home or on the go.



Bark offers innovative protection that goes beyond the computer, tablet, and 30+ social media platforms. Bark protects children outside of the home on their mobile devices- wherever they go.

Protection and privacy where it's needed



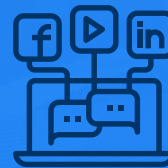
Bark only alerts parents of potential issues like cyberbullying, depression, suicidal ideation, and sexual predation therefore keeping children's privacy.

Why is Bark different?



On-the-go Mobile Protection

Unlike other solutions, Bark's protection extends outside of the home. Parents can feel secure knowing their children are safe no matter where they go.



Social Media Monitoring

Parents do not have to keep up with latest trends of social media, because Bark does that for them. Bark covers over 30 of the most popular social apps.



Text & Email Monitoring

Bark has the most coverage of any monitoring tool. Additionally, it monitors audio, video, and images.



24/7 Detection

Bark doesn't only block activities, it utilizes powerful AI to protect your children around the clock.



Parental Alerts

If Bark detects a potentially dangerous situation or problem, it will send an alert notification to the parent.



Psychologist Recommendations

Bark offers psychologist recommendations and resources for how to talk to your children and teens.

Bark Integration

Bark integration is ongoing, and is supported on Comtrend's most popular Gateways.

If you have networks with mixed-vendor CPE, then you can use Bark Home with non-Comtrend Gateways.



NL-3120

WR-6895

VR-3071

PBL-6201



NL-3240

VR-3060

PRT-6301

PRT-6302

Reach out to your Sales Representative for the latest details on which Comtrend Gateways currently support Bark.



Bark Home

Bark Home is a simple network appliance that can be added to non-Comtrend Gateways- all you need is an Ethernet cable.

3 Layers: Total Protection

Bark protects kids, tweens, and teens from issues with three separate layers of protection.

1 Network/Home Protection

Existing Comtrend Gateway
(or Bark Home Device)



Any device on the Home Network is automatically protected.

2 Mobile Phone Protection

Bark Phone App
"Router for the Phone"



When kids are on-the-go or at a friends home, their device is protected.

3 Internet/Cloud Protection

Internet
Threat Monitoring



Bark monitors 30+ of the most popular apps and social media.

Bark Premium & Bark Jr

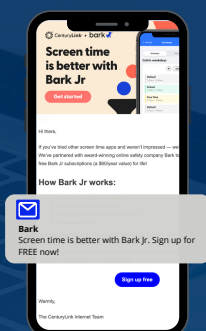
Feature	Free to Service Providers & Customers!	
	Bark Premium Our comprehensive Digital Protection Service powered by A.I.	Bark Jr Our entry-level service is ideal for younger kids.
Manage screen time on unlimited devices	✓	✓
Filter websites for inappropriate content	✓	✓
Get location check-ins	✓	✓
Monitor texts, emails, Google Docs, YouTube	✓	
Monitor 30+ apps and social media platforms including TikTok, Instagram, Snapchat, and more	✓	
Scan for dangers like cyberbullying, online predators, suicidal ideation, and more	✓	
Provide tools and psychologist recommendations for issues that come up	✓	
Get email and/or text alerts when something may be wrong	✓	

Offering Bark to customers is easy!

1

Customer receives a Telco + Bark email with a FREE Bark Jr offer!

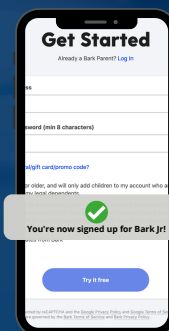
Bark provides all of the necessary materials for the Telco to send!



2

Customer is interested in the FREE service and wants to sign up.

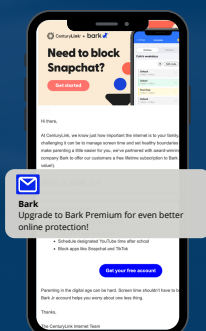
The Telco only needs to activate the customer with Bark via an API or a Portal.



3

Customer receives Marketing from Telco + Bark (email, in-app, billing inserts) to upgrade to Bark Premium!

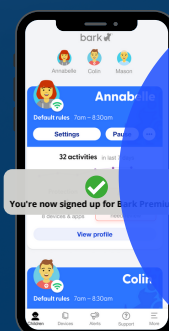
Bark does this for the Telco!



4

Customer upgrades to Bark Premium.

Telco gains new revenue and more satisfied customers!



- Telco has zero upfront costs
- Bark Premium has a high take-rate
- Telco receives new incoming revenue for sign ups
- Average subscribers keep the service for 3-4 years

Interested in a demo? Contact us!

Visit us.comtrend.com/bark | (949) 753-9640 | NA.Sales@comtrend.com