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Beyond the Lens

How AuraGuard sees intent, not just faces

The Problem

1.Alert Fatigue: A constant flood of notifications for irrelevant events desensitizes users to real threats.

2.Reactive, Not Proactive:
Doorbells are great at recording what happened. They do nothing to intelligently assess or prevent a threat as it's happening.

3.A Disconnected Experience:
The doorbell app is an isolated island, completely disconnected from the home's other smart devices like the TV or the Family Hub.

Our Solution

Alert Fatigue:

AuraGuard solves this with Intelligent Triage.

By categorizing visitors as Trusted, Watchlist, or Irrelevant, it learns to filter out the noise and only alerts you to events that truly matter

Reactive, Not Proactive:

AuraGuard shifts to Proactive Threat

Assessment. Using a 10-second linger threshold for unrecognised individuals, it identifies potential threats before an incident occurs, not just after. In production the threshold will be a minute

A Disconnected

Experience: AuraGuard is built for Deep Ecosystem Integration. It breaks the app silo by displaying alerts and feeds across all Samsung devices—from the Family Hub to your Galaxy phone and TV—creating one unified experience.

The AuraGuard Advantage

An Integrated Ecosystem vs.
Isolated Products

Competitors sell a product. We aim
to creat an integrated ecosystem
experience with our prototype for
the above ready.

Competitive Landscape

Feature	Ring (Amazon)	Nest (Google)	AuraGuard
Proactive Threat Assessment	Basic Motion Alerts	Basic Motion Alerts	Yes (10s Linger Detection)
On-Appliance Dashboard	No	No	Bixby, SmartThings, TV, Watch
Hands-Free Voice Control	Limited	Limited	After Bixby Integration

Thank You

AuraGuard: Moving beyond simple alerts to true awareness.