

Surety Brings Progressive Response for AI Deterrence to Home and Business

AI Deterrence now escalates from a calm spoken warning to stern messages, sirens, and lights, a capability usually reserved for high-end commercial systems.

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Surety, the DIY Alarm.com provider behind Surety Home and Surety

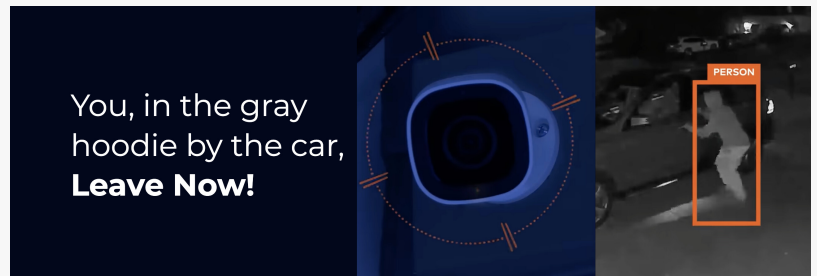
Business, today announced the availability of Progressive Response for AI Deterrence, a capability that lets a security camera escalate its own response, from a calm spoken warning to stern messages, sirens, and light alerts, the longer an intruder stays where they do not belong. Progressive Response is included with AI Deterrence for both Surety Home and Surety Business customers at no additional cost.

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A warning that repeats the same words in the same tone sounds like a recording. One that escalates sounds like someone is watching, and that is what actually makes an intruder leave.”

Ryan Boder, Founder, Surety

AI Deterrence, or AID, already does something no siren can. When a camera sees a person in a protected area, it speaks to that person in real time and describes what it sees, down to the color of their clothing and where they are standing on the property. The goal, as Alarm.com puts it, is to create the impression of a live operator watching that camera, at a fraction of the cost and delay of traditional operator talkdown. Progressive Response adds the piece that was missing, which is what happens next.



Alarm.com AI Deterrence

Instead of delivering one response and stopping, the camera now moves through two or three stages that fire only if the person stays put. The first stage can be quiet and neutral, the kind of thing a homeowner or a manager would say to someone who has simply wandered too far. If the subject is still there seconds later, the second stage hardens the message. A third stage can layer the camera's siren and light alerts on top of the voice, so the property itself visibly reacts.

That escalation is what makes the response believable. A warning that repeats itself word for word at the same volume is quickly recognized for what it is, an automated recording on a loop, and an intruder who concludes a system is automated has concluded it is not a threat. A

response that starts calm and steadily intensifies is how an actual person reacts to someone who will not leave, and that is the impression that ends the encounter. It also means the ordinary cases, a delivery driver in the wrong spot or a neighbor cutting through the yard, are usually resolved at the first stage, without an unnecessary confrontation.

Escalation is judged per person, not per event. The camera tracks each individual in the zone on a separate timer, so a visitor who leaves promptly is never swept up in a warning meant for someone who stayed behind. And a full escalation, however many stages it runs, counts as a single AI Deterrence event against a customer's monthly allotment, so the stronger response costs no more than a single warning would.

Each stage that fires also sends its own event to the monitoring station. For customers with professionally monitored video, that means a trained operator watches the situation build in real time rather than seeing a single alert after the fact, and can step in while the escalation is still underway.

Escalating AI deterrence has, until now, largely been the province of high-end commercial video platforms. Verkada introduced its AI-Powered Deterrence feature earlier this year on its enterprise camera line, sold through a sales team with custom quotes and multi-year licensing. Surety takes the opposite approach. Progressive Response is included with AI Deterrence, on month-to-month service, with no contract and no enterprise quote, for a homeowner with one camera over the driveway and for a business running a dozen across three locations.

Progressive Response requires a newer Alarm.com camera with the onboard analytics and audio the feature depends on. Supported models include the ADC-V516, ADC-V530, ADC-V730, and ADC-VDB775, among others. Existing Surety customers with a compatible camera and AI Deterrence on their plan can turn it on from their Alarm.com video rules today. Details are available on the [Surety support forum](#).

About Surety: Surety is one of the fastest-growing Alarm.com providers in the United States and the most recommended Alarm.com provider by the DIY home security community. Surety delivers professional-grade, self-installed security with transparent pricing and no long-term contracts. Surety Home gives homeowners the monitoring and smart home technology they want without the hidden fees typical of traditional security companies. Surety Business is the only DIY, self-install Alarm.com service provider focused on small and mid-sized businesses. All plans from both brands are month-to-month. Learn more at [SuretyHome.com](#) and [Surety.Business](#).

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