

## Briefing | IN PLAY®

Live analysis of news, earnings, analyst upgrades/downgrades, proprietary technical and fundamental analysis. Keeping investors fully informed on portfolios and the markets in general.

### EXAMPLE

Briefing.com analysts provided initial analysis on weakness in Taser (TASR) at a time when there was no official news released and no major mainstream analysis to explain the volatility. Live analysis like this is provided throughout every trading day by Briefing.com's in-house analysts, ensuring complete coverage of the equity markets.

**TASR** | 18-May-15 09:49 ET

**TASER showing relative weakness in early trading, -5% on volume; volatility may be related to government initiatives (31.45 -1.52)**

- TASR is under pressure off the opening with an initial drop of nearly -8%, bringing its multi-week uptrend off the April lows in play along with the early May breakout support zone around the \$30-vicinity.
- There isn't any TASR-specific news behind the move, and smaller body-camera peer Digital Ally (DGLY) is not seeing similar weakness (DGLY -0.3%).
- Some have mentioned the White House initiative to restrict certain military gear from local police forces, but this seems like it is more focused on restricting tanks, large caliber weapons, etc.
- One of the White House releases discusses the launch of an online clearinghouse of resources designed to help law enforcement professionals and the communities they serve plan and implement body-worn camera (BWC) programs, but it's not clear who/what they are recommending. [See White House release here.](#)
- Note that peer DGLY would actually benefit from an Open Source approach, as DGLY does not provide the cloud storage solution that TASR does with Evidence.com.
- [The body worn camera toolkit can be found here](#)
- TASR will also be holding its Annual General Meeting at Noon ET. The company has not posted any new presentations to the site at this time.
- **Technical:** Next key technical support zone lies below near its 50-day exponential moving average along the \$29-level.
- TASR short-interest stands at around 28%.



## Briefing | IN PLAY® PLUS

Streaming market commentary and analysis, PLUS, deeper proprietary analysis and a daily stream of investing ideas and research reports.

### EXAMPLE

Briefing.com senior analysts then provided an additional layer of analysis around the developing situation in Taser (TASR) and body camera peer Digital Ally (DGLY), suggesting TASR may not be severely impacted by the factors contributing to the weakness. This type of spot analysis, along with analysis of Initial Public Offerings, small & mid cap growth stocks, yield ideas, options activity, insider trading and other topical themes, is included in Briefing.com's In Play *Plus* service.

**SETUPX** | 18-May-15 10:24 ET

**GrowthTrader: Taser (TASR) follow-up (31.76 -1.21)**

As mentioned earlier, another link is making the rounds on TASR (see 10:11). Dated 5/15, the story from GovernmentVideo.com is headlined "Panasonic Introduces New Body-Mount Police Camera." First of all, I've never heard of that site so I can't vouch for its credibility; and second, it's referring to Panasonic's "next-generation" Arbitrator BWC (body-worn camera) and enhanced Unified Evidence Management System, so these appear to be existing products.

Having read the article, it all seems to boil down to the fact that TASR is going to face some stiff competition in the body camera/cloud data market, which we already knew. A company like Digital Ally (DGLY) can't compete here because they just sell the cameras, which TASR itself says are commodity items; but a deep-pocketed competitor like Panasonic could in theory pose more of a long-term threat to TASR's Evidence.com service, which is where the margins will be.

At this stage I would call this type of article noise for GROWX component TASR, since Panasonic has been an existing player in this market yet TASR continues to win all the big municipal contracts. But if Panasonic's products have significantly been upgraded, that's a name that bears watching due to its size and resources alone.



## Briefing | TRADER®

Day and swing trading ideas that combine market coverage and idea generation. Helps more active investors and traders locate the best trading opportunities the market has to offer and stay out in front of trend shifts and leadership changes.

### EXAMPLE

Simultaneous to broader analysis being provided on the Briefing In Play and In Play Plus services above, real-time trading ideas were provided by Briefing Trader analysts, suggesting the selloff in Taser (TASR) was overdone; TASR shares subsequently recovered a good portion of early losses. Briefing Trader provides a daily stream of ideas like this from a team of analysts with deep knowledge and a diverse range of trading styles.

**SCALP** | 18-May-15 09:39 ET

**ScalpTrader: TASR selloff seems overdone in reaction to this White House initiative; would consider playing for a bounce -- would scale in. (30.85 -2.12)**

**SCALP** | 18-May-15 09:42 ET

**ScalpTrader: TASR -- After reading the press release, the only thing I can see that could be construed as being negative for TASR is the push for an open source solution for police data, which might be perceived as an incremental negative for TASR's Evidence.com service (31.22 -1.74)**

Still feels like it is jumping the gun quite a bit to suggest that TASR will be negatively impacted by this in a dramatic fashion.

**SCALP** | 18-May-15 09:56 ET

**ScalpTrader: TASR -- If playing the TASR Long, would consider locking in 1/2 here and tightening stops. (31.60 -1.37)**

**SCALP** | 18-May-15 10:09 ET

**ScalpTrader: TASR Update -- Also appears that Panasonic put out a press release late Friday announcing a body-mount police camera. (31.82 -1.15)**

**SCALP** | 18-May-15 10:33 ET

**ScalpTrader: TASR -- Although Panasonic's press release implies that it is just entering the body worn camera space, Panasonic has had a product in the market for at least a couple of years. With DGLY getting hit hard here (-7%), may want to consider playing it for a scalp/bounce here. (32.00 -0.97)**

