

For Immediate Release

Liber8Now Adopts Channel Model for GSR8 Gunshot Detection

Add-on Sale for Resellers to Existing Customers

June 4, 2025

Atlanta, Georgia. Liber8Now, Inc. announced today that the company has elected to pursue an indirect sales strategy to sell and deploy the GSR8 gunshot detection solution through a nationwide network of resellers. Authorized members of the indirect sales channel network will be known as Channel Partners.

Todd Cripe, Liber8Now CEO, stated: “As the only gunshot detection solution available with a Form C Dry Contact connectivity option, the GSR8 has an attractive value proposition for any Systems Integrator or Reseller of safety and security solutions. We provide Channel Partners with the ability to strengthen their relationship with their existing customer base by offering a needed solution their customers are interested in that does not require major changes to their existing wiring infrastructure. Immediately after we deployed the GSR8 V1.0 in April, we began hearing from prospective Channel Partners, so we’ve made the decision to focus our business development efforts on the Channel.”

Cripe added: “We have previous experience in creating and managing a territory-based indirect sales channel. Protected territories can be geographical, vertical markets, or a combination of both. We’re sensitive to the needs of independent businesses having a protected territory that rewards them for putting in the effort to establish a footprint of GSR8 deployments in their assigned area.”

About Liber8Now: Liber8Now, Inc. is a Delaware Corporation headquartered in Atlanta, Georgia. We provide innovative and effective solutions that increase the likelihood of surviving an active shooter incident. For more information visit <https://liber8now.ai> Inquiries may be directed to todd.cripe@Liber8Now.ai