

IPVisionSoftware Virtual Video Recorder (VVR™) Wins SIA New Product Showcase Award

VVR Awarded Best New Product in the Integrated Software, Products and Systems Category

Tampa, FL, March 25, 2010 — IPVisionSoftware, the innovator in highly scalable, cost-effective IP video surveillance systems, announced the Security Industry Association awarded IPVisionSoftware's Virtual Video Recorder™ (VVR™) the best new product in the Integrated Software, Products and Systems category at this year's ISC West trade show in Las Vegas; one of the world's premier security technology, solutions, and education events in North America.

"After six years and a lot of customer and partner support, we could not be more pleased to receive this award as recognition for our hard work and dedication to delivering the best networked video management system in the market," said Mark Felberg, IPVisionSoftware CEO and cofounder. "We've never wavered in our belief that the market would eventually recognize the power and cost savings of our Virtual Video Recording solution," continued Mr. Felberg.

"I'm very proud to have presented the VVR to this year's SIA panel of judges, and thank them for taking the time to really dig into our offering to see its many technology, end user cost savings, and integrator benefits," said Mark Kolar, EVP of Strategic Alliances for IPVisionSoftware. "It's great that so many people recognized the VVR's ability to save money and provide new levels of scalability by truly embracing the capabilities of our partner's cameras, network storage appliances, analytics software, and mobile phones," continued Mr. Kolar

The SIA New Product Showcase has been where the latest products and technologies are discovered, and is known to be the security industry's premier awards-based marketing program. Now celebrating its 30th anniversary, NPS was established to recognize innovative products, services and solutions in electronic physical security. Technologies showcased through this program are used in the protection of life and property in residential, commercial and institutional settings.

ISC West is where manufacturers, dealers/installers, system integrators, and corporate end-users of security products and services from around the world gather to source, learn network and connect with the security industry.

About the Security Industry Association's New Product Showcase

For the designers, engineers and innovators of electronic security equipment and services, the New Product Showcase is an established, proven channel through which to launch new products and technologies. For less than the price of a half-page advertisement in one of the industry trade publications, NPS speeds the time to market by promoting new products and services in an integrated marketing communications campaign that brings buyers to your trade show booth. Gain valuable exposure for your product among key decision makers within vertical commercial segments, as well as the government and institutional markets.

For the buying community – consultants, specifiers, integrators and security professionals (corporate or government) – NPS is a trusted and valued source for information on the latest products and technologies available. Visit this site prior to ISC East or West to research and plan your trade show experience. Following the show and throughout the year, visit www.sianps.com to find the security solutions you need.

About IPVisionSoftware

IPVisionSoftware provides an *easy to deploy and use* video surveillance platform that delivers *unparalleled camera and storage scalability* while *significantly reducing initial and ongoing system costs*. These benefits are achieved by leveraging an open, but inherently different architecture from the 50 year old CCTV technology used by all DVR and NVR products. IPVisionSoftware's Virtual Video Recorder™ architecture and software solutions can save customers 25% to 66%, including commercial and enterprise-size organizations with distributed site challenges. The Virtual Video Recorder™ (VVR™) is a complete software-only video management solution that centrally configures, indexes and manages network-distributed third party cameras or video encoders, video recordings, event messages and storage devices. IPVisionSoftware... *Save Money, Record Virtually* www.ipvisionsoftware.com/