

IPVisionSoftware Releases VVR™ Version 3.10 Supports more devices & features to drive cost down

VVR 3.10 supports more camera and access control suppliers while adding a range of video distribution, display, and VS Instant Messaging features

Tampa, FL, March 23, 2010 — IPVisionSoftware, the innovator in highly scalable, cost-effective IP video surveillance systems, announced version 3.10 of its Virtual Video Recorder™ (VVR™) is now available; supporting a wider range of camera & access control providers while offering new cost-savings features that streamline and expand the distribution, display, and usability of live & recorded surveillance video.

Unlike all Network Video Recorder (NVR) / Digital Video Recorder (DVR) products which are rooted in a 50 year old CCTV recording architecture that creates costly server-intensive bottlenecks, IPVisionSoftware employs an open, but inherently different architecture that eliminates NVRs and their servers. This eliminates up to 90% of the servers previously needed by NVR-systems, while saving up to 66% over 3 years. To further reduce cost and support its customer's demands, version 3.10 of the VVR now includes support & integration for VideoIQ, EMZA, AVS, and USAG cameras and Hirsch, iSonas, and Galaxy access control systems; including the ability to provide real-time Visual Security Instant Messages to PCs and mobile phones based on camera and access control events. Additionally, version 3.10 of the VVR delivers more H.264 and MPEG support across a range of cameras from Toshiba, Arecont, and IQinvision to Axis, Bosch, and Sony; as well as support for Oracle10i, VMware, and carrier-class media server products used to secure and scale the distribution of surveillance video and recordings to a large range of mobile phones and users.

"The added cost savings of this release are provided by truly delivering the combined power of our VVR along with each partner's capabilities to further avoid costly NVR software and servers while improving guard/operator productivity and response times or increasing the number of people and devices that can use live or recorded video to manage or secure their facilities," said Mark Felberg, CEO for IPVisionSoftware.

"Transitioning to a pure channel & customer driven software-only Video Management company, VVR version 3.10 allows IPVisionSoftware to deliver a broader and more diverse solution through a channel that deploys a lot of third-party devices and access control" said Mark Kolar, Executive Vice President of Strategic Alliances for IPVisionSoftware. "I'm also excited to expand our leadership position in satisfying the latest IT demands by furthering our support of Oracle, VMware, mobile computing & phones, and existing 3G coverage which have all shown to seriously reduce IT provisioning, support, and HVAC costs" continued Mr. Kolar.

To experience a live demonstration and better understand how IPVisionSoftware's VVR version 3.10 works, please contact IPVisionSoftware or visit them at ISC West in Las Vegas (March 24-26th) in booth 24018.

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/