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Avocado Security Launches New Security Plus Business Intelligence Platform, Revealing Vital Information and Data Behind Security Camera Images

FAIRFAX, VA - March 27, 2008 - Avocado Security, a leader in innovative security technology solutions, today announced the availability of its Version 2.0 Security & Business Intelligence (BI) Optimization Platform, making them the world's first developers of a combined Security plus BI solution. Avocado Security's new technology delivers business intelligence with security images by taking the video images from surveillance cameras and translating them into intelligent, usable, business data and statistics.

"Our technology automates the way you look at millions of security images," said Kevin Shahbazi, CEO of Avocado Security. "We translate security camera footage into meaningful information, including graphs, charts, and business intelligence. So now instead of security personnel just seeing "dumb data" from numerous images across video monitors, they can actually have a solution that gives them "intelligent data" about those images so that actionable, real-time security decisions can be made."

A key advantage of Avocado Security's technology is that it can convert video images from the existing security equipment that comes from one vendor, or that comes from multiple equipment vendors (GE, Honeywell, Bosch, Siemens etc.) and translate those images into usable data. Examples of data that can be provided include, the number of times an elevator door opened, or why there is a high level of traffic at a particular entrance or exit, or, why there is more traffic at the loading dock of our hotel, than the front entrance lobby. By looking at security monitors and images alone, such information cannot be extracted.

Frost & Sullivan, a leading analyst firm, notes that by 2010 video surveillance cameras will be a $4.09 billion market. However, even given society's growing reliance on surveillance technologies, many organizations are still challenged by some very common frustrations that remain inherent in managing through video imaging, including cameras being misaligned or pointed in the wrong direction; the production of fuzzy imaging and blobs in the video footage; the equipment not functioning; or the disconnection of camera equipment (by an intruder, disgruntled employee or by accident). But now if equipment is misaligned, disconnected, or malfunctioning, Avocado Security's technology can instantly send alerts about the malfunction so that adjustments can be made to the security system almost immediately.

 "Video surveillance security images may not be available when it is really needed due to the fact that cameras or DVRs have stopped recording or were misaligned well before an incident took place," said Shahbazi. "Avocado Security's optimization platform immediately alerts to such serious security short comings so that modifications can be made without significant delays."

Avocado Security's technologies can also integrate an organization's security platform across multiple locations, and can showcase the security details of each location by generating daily, weekly and monthly status reports, empowering security personnel with the information and knowledge that is need to better manage all of their security needs – whether in one location or in many locations.

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This new technology brings about innovative security and productivity measures for clients who desire to improve their security, operation and IT infrastructure. For more information about Avocado Security's Version 2.0 platform, visit www.avocadosecurity.com.

Before

Your Existing Security System.

CCTV systems just produce dull security images, with various limitations from cameras and DVRs...

After

Just Got Better.
Powered by Avocado Security

Avocado Security´s pioneering platform is a unique blend of security and Business Intelligence (BI). Using security images and video serveillance from your existing CCTV surveillance system, we convert images to meaningful graphs, charts, related sales and marketing information. We empower you with actionable intelligence to effectively run your business and organization.

About Avocado Security

Avocado Security's patent pending technology is the world's first security and Business Intelligence (BI) platform as On-Demand solution. This new technology brings about innovative security and productivity measures for clients who desire to improve their security, operation and IT infrastructure. By combining an advanced set of security and business intelligence metrics, Avocado Security's clients experience streamlined security operation, and in turn, dramatically improve their own bottom lines. For further information and press releases on Avocado Security, please visit http://www.AvocadoSecurity.com or by calling (703) 279-6577.

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Use-Case Example

In the hospitality industry, security images and their information are converted to sales and marketing data using your existing CCTV system (no new equipment needed). Hence, if your security cameras and DVRs are made by one vendor, or you have a heterogeneous system including GE, Honeywell, Bosch, Siemens, and/or unknown brands, we are able to give you powerful, usable and intelligent information from all these devices.

Using your existing video security, we compile statistics on guest traffic per each entrance and exit, average number of guests per floor getting off the elevator, traffic bottleneck at certain hours of the day, and why loading dock has more traffic than front entrance of the hotel. It also gathers statistics on market share and data from other hotels with comparable size, and helps each hotel to determine its competitive position in various markets. Such trends can be analyzed year-by-year, month-by-month and day-by-day, giving the corporation a picture of how each individual hotel is faring in an individual or franchise network. Avocado's security and business intelligence data can fuel the base foundation for capacity planning, and ergonomic design of hotel lobby based on past historical video.