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## **Visonic Introduces its IP Solutions Portfolio to Chinese Market**

*Security professionals from central China gain insight into top security technology trends at Visonic seminar*

**Tel Aviv, Israel – July 25<sup>nd</sup>, 2010** – Visonic Ltd., a leading developer and manufacturer of cutting-edge home security and safety systems and components, today announced a successful seminar at which it launched the Visonic line of IP security products in China. The 2010 Alarm Technology Trends and New Products Seminar, held last month, provided an overview of wireless alarm technology and focused on the key trends in the industry, and in particular on the increasing use of IP technologies in the home security industry.

Held in Shijiazhuang, the capital of Hebei province, the Visonic seminar drew more than 80 attendees from 30 major central monitoring stations and security integration companies in the central Chinese provinces of Hebei and Shanxi. As many of the attendees had not previously worked with Visonic, the seminar serviced as a general introduction to the company, enabling the security professionals to learn about the wide range of Visonic security products and solutions, and their applications.

Product demonstrations focused on different types of solutions, targeted to varied applications. Visonic's flagship solution, the PowerMax wireless security system, was shown together with the PowerLink Internet-based home control solution and one of Visonic's wireless cameras, the Cam3200, demonstrating a comprehensive IP-based home security system with video alarm verification and other advanced capabilities. The demonstration of the revolutionary TOWER<sup>®</sup>-20AM wireless outdoor detector, highlighted its unprecedented detection sensitivity and reliability for outdoor applications. Seminar attendees were also introduced to the Elpas asset visibility and risk mitigation solution, from Visonic Technologies, a subsidiary of Visonic.

"The use of IP for security communications is one of the most important trends in the industry today, and we believe it will help drive the next stage of market growth in China and worldwide," said Ronald Zhang, China General Manager in Visonic Deson, the company's representatives in the China Region. "Seminars such as the recent 2010 Alarm Technology Trends event provide an ideal platform to educate security professionals about where we see the future of the industry is going. We look forward to holding more such successful seminars in other locations around China."

### **About Visonic**

The Visonic Group (TASE:VSC.TA), founded in 1973, is a leading developer and manufacturer of cutting-edge home security systems and components that provide people around the world with peace of mind and safety in their homes. Building on its

decades-long position at the forefront of home security innovation, Visonic is today leading the drive to expand the boundaries of security. It offers advanced solutions for the full range of residential safety needs, from securing the house and contents to safeguarding the health and comfort of the people who live there.

Visonic's offerings include a wide variety of home security systems, personal emergency response and safety systems, and a market-leading array of peripherals. Visonic is headquartered in Israel, where it operates a development center and manufacturing plant. Its sales and marketing subsidiaries in the USA, Germany, UK, Poland, Spain and Hong Kong are supplemented by a worldwide network of distributors, serving a growing installed base that spans more than 70 countries. Please visit [www.visonic.com](http://www.visonic.com).

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