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## **Frost & Sullivan Grants Visonic's PowerMax Solution the 2010 Product Leadership Award**

### ***Names Tower20 Family of Outdoor Detectors as the Innovative Element of the Solution***

Tel-Aviv, May 3, 2010 – Visonic Ltd., a leading developer and manufacturer of wireless home security and safety systems and components, today announced that Frost & Sullivan, a global research and growth consulting firm, has conferred the 2010 North American Product Leadership of the Year Award in In-Building Wireless Networks Market on Visonic's PowerMax solution.

Frost & Sullivan's research approach enables determining how best-in-class companies worldwide manage growth, innovation and leadership. The research is based on four criteria that were used to benchmark Visonic's PowerMax performance against key competitors: product features, innovation, customer value and quality.

#### **Product Features and Functionality**

The research establishes that Visonic has aligned itself to the market dynamics by delivering remote monitoring capabilities and easy-to-use functionalities both for central monitoring stations and security professionals. Installers benefit from factory pre-enrolled security kits that create a plug-and-play experience; this facilitates installation and saves valuable time. Central stations receive opportunities for expanded services such as video alarm verification, end-user event messaging and web-based home control services.

### **Innovative Element of the Product**

Frost & Sullivan acknowledges the innovation in the Tower20 outdoor detectors that address significant issues that lead to its efficiency and ability to perform critical monitoring and control. The research states that "Tower20 is the first outdoor detector to prevent false alarms caused in unstable, uncontrollable and unpredictable outdoor conditions while still providing reliable detection of real threats". The research also depicts the numerous patented technologies such as Octa-Quad, Anti-masking, V-Slot and Obsidian Black Mirror that clearly distinguish the Tower20 from competing products,

### **Customer Value Enhancements**

In this criterion, the research emphasizes Visonic's integration of security systems with Internet protocol for communication. The solution delivers "a highly reliable and cost-efficient platform for security management with unprecedented value to customers by enabling them to keep in touch with home wherever they are."

Homeowners enjoy remote security control and surveillance services at no additional cost since the system simply connects to the home Internet infrastructure. The research also highlights Visonic's capabilities to customize its PowerMax solutions to meet customer-specific needs such as language, permitted RF range and local tastes both in look and feel and in features.

### **Product Quality**

In the quality criteria Frost & Sullivan's research recognizes Visonic's advanced manufacturing capabilities that produce a wide variety of control panels and devices. "Visonic deliver best in class products without compromising on quality with strong quality control techniques and setting quality standards under ISO 9001 quality management system certified procedures."

"With its innovative features, ease-of-use, and the value it delivers, Visonic's PowerMax clearly stood out compared to competing solutions on the market," said Soundarya G, research analyst at Frost & Sullivan. "The solution addresses critical home security issues with innovative and sophisticated technologies, without compromising ease-of-use, ease-of-installation and advanced monitoring capabilities. It is this unique combination of technology and usability that led us to recognize Visonic with the 2010 Product Leadership award.

"We are constantly dedicated to meeting the needs of our customers and matching our technology with the industry's trends for home security." said Laila Arad-Allan, vice president of marketing at Visonic. "Visonic continually reaffirms itself as a provider of solutions that are robust, reliable and highly-praised by central stations, security professionals and homeowners. Frost & Sullivan's recognition of PowerMax as product leader illustrates our long-standing market-leading position as well as our ongoing, fast-paced growth in recent years."

For the detailed Frost & Sullivan award report click [here](#)

### **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 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, offering advanced solutions to 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 variety 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).

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO

and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit [www.frost.com](http://www.frost.com).

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