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## **Visonic Announces PowerLink2 – Its Next-Gen Internet-based Solution for Home Security and Control**

***New solution further leverages the power of Internet connectivity, delivering enhanced capabilities and control to alarm central stations, security service providers and homeowners.***

**Tel-Aviv, Israel – May 3, 2010** – Visonic Ltd., a leading developer and manufacturer of wireless home security and safety systems and components, today announced the release of PowerLink2, the second PowerLink generation. Visonic's PowerLink is already a leading Internet-based solution for advanced home security and control. It provides a plug and play broadband IP event notification solution for alarm central stations and can be expanded with up to 12 cameras placed around the premises to create a comprehensive IP-based video alarm verification solution. In addition, a built-in, easy-to-use web interface enables service providers to offer their customers security-related web services, such as remote control of their security system and home appliances, remote camera views, and video event messaging to email and mobile phones. Now, PowerLink2 further leverages the power of Internet connectivity.

A 2009 survey by the Pew Research Center shows 63% of adult Americans have broadband Internet connections at home, up 15% from 2008. As more homes get connected, the Internet is increasingly being used to extend the power and range of alarm systems while lowering communication costs. Using the Internet for alarm event notification significantly reduces telephony expenses as it utilizes an already-paid-for communication line. In addition, the Internet is fast and highly reliable for transmitting data from alarm systems to central stations.

PowerLink2 offers additional compelling advantages for central stations and service providers, including more reliable communication, reduced costs, and the opportunity to differentiate themselves through premium services. Homeowners also benefit, with the opportunity for remote visibility of their home and control of their home security system and appliances.

### **PowerLink2 new features include:**

- Smaller hardware module – Fits into and supports Visonic's PowerMaxComplete and PowerMaxExpress control panels.
- New and improved interface – Designed for touch-screen mobile devices and other mobile phones. This enables homeowners to use new-generation phones to easily control their home security remotely.
- Improved central station reporting mechanism – Enables:
  - Definition of PowerLink as the first, second or third reporting device (with PSTN and cellular reporting).

- Reporting to two central stations simultaneously (e.g. one as backup or partial reports to each).
- Dual reporting of events simultaneously via PSTN or cellular reporting methods.
- Remote programming of the control panel via the IPMP server – Allows central stations easy access to the panel for programming and changing settings.
- Installation diagnostics via the panel diagnostics menu – Helps installers to ensure proper installation and confirm LAN and server connectivity.
- Supports connectivity of up to 12 wireless or wired Ethernet cameras from a rich variety of vendors and models. This enables a comprehensive video alarm verification solution.

"We're seeing the rapid migration of the residential market towards IP communications increasing on a daily basis," said Laila Arad-Allan, VP Marketing at Visonic. "Therefore, central monitoring stations and security service providers need to adopt new communication technologies. Now, with PowerLink2, they can unleash the potential of broadband and take advantage of its compelling performance, while maximizing recurring revenue and offering their customers increased security, better and cheaper service, and more benefits."

## **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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