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Visonic CEO Points Finger at the Alarm System Vendors for High Rate of Burglary and Property Crime

Pleads guilty on behalf of alarm system vendors; states that only advanced technologies such as Visonic's PowerG can provide the necessary home protection.

Tel-Aviv, Israel – December 22nd, 2010 – Mr. Avi Barir, the President and CEO of Visonic Ltd., a leading developer and manufacturer of wireless home security and safety systems, presented his case at the Imperial Capital Security Investor Conference held on Tuesday December 14 in Washington D.C.

In his arraignment Mr. Barir appointed a jury to examine "Who's the Culprit" behind the grave circumstances of home burglaries and property crime. After Mr. Barir introduced numerous suspects such as homeowners, installers and central stations, and presented clear-cut evidence, the jury returned a guilty verdict for alarm system vendors.

Mr. Barir's allegations towards the industry included:

- High false alarm rates that lead authorities to stop responding to real events.
- Alarm systems that are not secure enough and easy to circumvent.
- Systems that are complicated to install, leaving unintended security holes.
- Inadequate communication and range of wireless alarm systems, making them vulnerable to interferences and jamming.
- Systems that are not friendly to the environment with regards to power consumption.

In his defense, Mr. Barir committed to provide immediate remedies by delivering advanced products and solutions that will rectify the flaws: "Visonic will release in the upcoming months several alarm systems that are based on our new wireless PowerG technology," said Mr. Barir. "PowerG-enabled systems deliver strength and reliability close to wired systems; they are energy-saving with virtually life-long batteries; their transmission range is by far the greatest in the industry; and their installation is made fast and simple with special sets of tools and diagnostics."



Visonic[®]
For a secure way of life

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"With 2% of US homes broken into and 9.32 million property offenses in 2009, the alarm system industry cannot remain blasé "says Lessing E. Gold of the Mitchell Silberberg & Knupp law firm, who is also counsel for the California Alarm Association. "The industry must deliver new technologies and solutions that will provide even higher security that protects homeowners from burglary and property crime. With PowerG Visonic definitely appears to be on the right track addressing the urgent market needs, and demonstrating true leadership."

To view Mr. Barir's presentation, go to: <http://www.wsw.com/webcast/imperial6/vsc.ta/>

To learn more about Visonic's innovative PowerG wireless technology, go to: <http://www.visonic.com/innovation-technologies/technology-leadership>.

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 based that spans more than 70 countries. Please visit www.visonic.com.

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