



FOR IMMEDIATE RELEASE

Contact:

Ronnie Nir

Corporate Marketing Director

[ronnnien@visonic.com](mailto:ronnnien@visonic.com)

Tel: +972-3-6456829

Fax: +972-3-6456788

## **Visonic Launches Amber® Advanced Emergency Response, Personal Safety, Telehealth and Lifestyle Management Solutions**

**Tel Aviv, Israel – January 13, 2009** – Visonic Ltd., a leading developer and manufacturer of cutting-edge home security and safety systems and components, announced the release of the Amber family of solutions. This range of emergency response, personal safety and lifestyle management solutions was designed to give people coping with aging and ongoing health problems the opportunity to safely and confidently continue living in their own familiar environment.

As life expectancy increases, seniors and others coping with ongoing health and safety concerns need differing levels of support to enable them to maintain their independence. For them, and their families, knowing that they have a simple and dependable way to summon help in the case of an emergency is essential.

Visonic is proud to be a pioneer with its unique Amber range of products, which provide a comprehensive integrated, convenient and highly affordable personal emergency response system (PERS), telehealth and safety solution for this fast-growing market. The solutions support independent living with a full array of home and personal safety detectors to detect dangers such as carbon monoxide (CO), smoke, floods and intrusions, as well as falls and unusual inactivity that may indicate a problem. Alerts and a large emergency button provide immediate connection to an emergency response service or designated personal contact.

"Visonic has leveraged its expertise and well-established reputation as a leading security and safety solution provider to develop a solution that covers the full range of safety and lifestyle management needs – from straightforward emergency response through to enhanced safety reassurance and comprehensive telehealth support," said Dr. Avi Shachrai, President & CEO at Visonic. "Our three Amber solutions can be easily adjusted to fit any end-user's requirements and budget."

The Amber family comprises the following solutions:

- AmberBasic – Personal emergency response system (PERS)
- AmberClassic – Emergency response and personal safety monitoring system
- AmberSelect – Comprehensive lifestyle and safety management solution (with option to add telehealth)

### **Personal Safety in the Home Environment**

The Amber solutions fully address safety and emergency response needs by providing an emergency calling function with built-in two-way voice functionality and a

speakerphone. Calls can be directed to a central station or private telephone. In addition to producing alerts whenever specific dangers are sensed, these solutions

further facilitate independence by providing daily activity and medication reminders and inactivity monitoring.

### **Comprehensive Anti-failure Protection Features**

The highly-reliable Amber solutions include multiple functions to guarantee that they remain active at all times – including power failure and low or missing battery alerts, 24-hour backup battery, and programmable periodic tests - so that help is never more than a button-click away.

### **Fully Extendable Solution to Include Telehealth**

With AmberSelect, you can extend your offering to incorporate a full-featured telehealth support system. In addition to personal safety and lifestyle support, AmberSelect will also provide comprehensive support for health status monitoring devices – including ECG, glucometer, blood pressure, and weight scale – and options for connectivity to a designated medical service center.

### **About Visonic**

The Visonic Group (LSE:VSC.L;TASE:VSC.TA), founded in 1973, is an international developer and manufacturer of high-quality electronic security systems and components. We are dedicated to enhancing people's way of life by increasing their sense of security. Our easy-to-use and innovative Security and Home Control systems and Home Healthcare and Telemedicine solutions are vital parts of everyday family life. By providing real-time connectivity between families, homes, property, care givers and community support networks, we empower people to pursue their daily lives with full confidence that the people and things they care most about are safe and comfortable. Visonic is headquartered in Israel, where we operate a development center and manufacturing plant. Our 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).

© 2009 Visonic Ltd., Ltd. All rights reserved. Visonic and Amber are registered trademarks of Visonic Ltd. Visonic reserves the right to change information or specifications without notice.