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Visonic Ranked #1 for Wireless Sensors Market Share in EMEA

Tel Aviv, Israel – May 8, 2011 – Visonic Ltd., a leading developer and manufacturer of cutting-edge home security and safety systems and components, today announced that research firm IMS Research has ranked Visonic as the 2010 EMEA market share leader in the wireless sensors market. According to the 2011 edition of the “IMS Research World Market for Intruder Alarms” report, IMS Research estimates that Visonic is a market share leader for wireless sensors and wireless PIR sensors in 2010 in the EMEA region.

Visonic offers a rich variety of wireless indoor and outdoor sensors for its leading PowerMax intrusion alarm systems. The company’s renowned sensors product line implement industry-leading patented technologies including FM Digital Signal Processing, true motion recognition with fuzzy logic and event verification algorithms, and 3D cylindrical optics. The result is the industry's best detection accuracy, false alarm immunity, and long term reliability – in an attractive, easily installed wireless detectors designed for any home or office environment.

“Our dominance in the wireless intruder alarm market in general and our leadership in the EMEA sensors market does not come as a surprise” commented Mr. Avi Barir, Visonic’s president and CEO. “We have been in this business for almost four decades with continuous dedication to innovative research and development. Our products are easy to use, reliable, excel in performance and are designed, developed and manufactured in accordance with the highest quality standards. Ultimately, it is our customers whom we should thank: no doubt their loyalty and confidence in our products have brought Visonic to this leading position in the EMEA market.”

“We are very proud with Visonic’s achievement” said Mr. Jean Louis Landa, Sales Manager for CERV Stratel in France. “The latest IMS report reflects Visonic’s growing lead in the intrusion alarm market. Reliability of sensors and their ease of use are major priorities for professional installers and Visonic has the core technology and products that help our customers meet those needs.”

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®
For a secure way of life

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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 around 100 countries. **Please visit www.visonic.com.**

About CERV

CERV Group (Constructions Electriques RV) is a French supplier and sub-contractor for professional electronic devices. With 2 factories in France and 1 in Tunisia CERV works for gas control, lift monitoring, and security applications. The Stratel department specializes in the security market. One of the first partners of Visonic from the 1970s' CERV Stratel promotes and sells the full range of Visonic products: wired/wireless detectors and PowerMax control panels. CERV Stratel is a leading company in France for the social alarm market, selling Visonic AMBER products and also for hospital applications with Visonic Technologies Elpas system. For more about CERV visit: <http://stratelaautomation.com/>

About IMS Research

IMS Research is a leading independent supplier of market research and consultancy to the global electronics industry. Our team of over 100 analysts provide syndicated market studies, custom research and consultancy services to help our clients better understand markets and shape strategies. Supported by a strong and proven track record, we work with clients in over 50 countries. For more about IMS Research visit: <http://www.imsresearch.com/>

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