

FOR IMMEDIATE RELEASE

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**Visonic Wins the Outstanding Innovation Award at
the Biggest Global Security Exhibition in China**

**The TOWER®-20AM outdoor detector was the winner of the "Innovative
Product Award" program held during Security China 2010**

Tel-Aviv, November 23st, 2010 – Visonic Ltd., a leading developer and manufacturer of wireless home security and safety systems and components, today announced that its TOWER®-20AM outdoor motion detector (both wired and wireless models) has won the 2010 Outstanding Innovations Award at the recent Security China tradeshow.

Held in Beijing, Security China is the biggest and most important global exhibition in the China region for safety and security products. This year's show drew approximately 120,000 visitors from all over the world, including distributors and buyers from more than 55 countries. During the opening ceremony of the show, Visonic's outdoor detector was named the winner of the Outstanding Innovation Award. The Visonic detector won the award due to its unique and cutting-edge patented technologies that enable the TOWER-20AM to provide exceptionally accurate and reliable outdoor motion detection.

Award recognizes groundbreaking technology

A reliable outdoor motion detection which is also free of false-alarms is an extremely difficult challenge. Outdoor motion detectors are commonly triggered by rain, snow, lightning, swaying bushes and free-roaming animals, creating a high rate of false alarms. Because of the stress and disruption frequent false alarms would cause a family at home, it is vital to ensure accurate detection of suspicious movement while still minimizing false alarms.

TOWER-20AM is the first to overcome these ultra-demanding challenges. It features the revolutionary Octa-Quad™ technology, which uses eight PIR sensors (as opposed to only one used in other outdoor detectors), with each sensor acting as a QUAD detector, to accurately determine whether an alarm is justified. In addition, and to make it even more reliable, the TOWER-20AM also has a robust housing and patented anti-masking protection that can distinguish between masking spray, rain and sprinkler irrigation to provide exceptionally high resistance to vandalism and masking.



Visonic®
For a secure way of life

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"Visonic has a well-earned international reputation for delivering innovative security products and technologies," says William Tse, General Manager of Visonic Deson, Visonic's representative in the China region. "Winning the 2010 Innovative Product Award creates important local recognition in the fast-growing and highly competitive Chinese market."

The Security China exhibition is organized by China Security & Protection Industry Association (CSPIA) and approved by The Ministry of Public Security and The Ministry of Science & Technology of China. At the show, Visonic's booth was spread over 54 square meters and displayed an attractive and innovative design showing all the security, safety and home healthcare solutions Visonic offers.

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.

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