



Press Release

DigiSensory Technologies Showcases AVISTA™ Smart IP Cameras at ASIS International 2007 in Las Vegas

Shifting the Security Paradigm From Reactive Investigation to Proactive Prevention™

Sydney, Australia - September 17th, 2007 - DigiSensory Technologies (DigiSensory) today announced a significant step in its commitment to leadership in smart camera technology and rich experience creation by introducing AVISTA™-OEM platform, its next generation smart camera solution. Building on the Australian success of DigiSensory's earlier AVISTA™-100, AVISTA™-OEM platform lays the foundation to deliver new levels of openness, flexibility and support to system integrators and third-party applications. The AVISTA™-OEM platform will be introduced to key CCTV camera manufacturers and system integrators at this year's *ASIS International (ASIS 2007)* in Las Vegas, Nevada.

During *ASIS 2007*, DigiSensory will further affirm its position as an emerging innovator of smart camera technology by also introducing the Morpheus™ processor, the first Smart-Camera System-on-a-Chip (SC-SoC) solution, which is to be made available in Q1 2008 as an OEM solution to camera manufacturers.

"DigiSensory's innovative smart cameras feature multitask processor engines (SC-SoC) that enable the user to modify the camera's functionality through proprietary IP silicon cores featuring motion detection, object tracking, high definition color imaging, crowd management, face detection and night vision, all without the need to change or add hardware" said Dr. Tarik Hammadou, DigiSensory CEO and company founder.

"Based on the environment, the application and the user need, the new Morpheus™ processor enables a smart camera to morph to different functionalities. The security and surveillance industry is in a need of technology innovation that provides new and creative business and operational models. At *ASIS 2007* we will showcase how the AVISTA™-100, the first generation of our smart camera solutions, and now powered by the Morpheus™ processor, can enable the user to register to a proprietary e-commerce/security management platform service and activate the IP silicon cores that provide on-camera intelligence, upgrade existing features, or simply activate maintenance operations on a regular basis from anywhere along the network."

The Morpheus™ processor enables the AVISTA™-100 to create significant operational efficiencies for security professionals by allowing seamless integration, remote management and maintenance, and real-time on-demand system upgrades while also permitting the user to proactively detect and prevent threats or security breaches.

The AVISTA™-100 smart camera remains the only solution that can combine a 3.1 Megapixel CMOS image sensor with programmable video analytics and still achieve real time operations at full resolution. With its on-camera analytical IP cores, security professionals can easily implement a wide variety of applications such as motion detection, abandoned object detection, object and people counting, crowd management, theft and missing object detection, automatic maintenance and face features extraction.

The AVISTA™-100 smart camera has been introduced with great success in Australia to high end retail, such as *Cartier* and *Wolford*, gaming operators, such as the *Australian Jockey Club*, law enforcement, such as the *NSW Police*, and mining, such as *BHP Billiton*.

“DigiSensory’s competitive advantage is based in our culture of thinking beyond just developing new products. We want to create products and services that have the power to profoundly change customers’ expectations, that can enable entirely new business models, that provide unconventional strategies for breathing new life into existing solutions,” said Dr. Hammadou.

About DigiSensory Technologies

DigiSensory Technologies Pty, Ltd. is the leading provider of smart camera technology and distributed smart camera management systems. Integrating facial, object, behavioral and motion analytics with digital video recording in a single smart camera unit, DigiSensory Technologies’ systems are redefining the way security management is performed. DigiSensory Technologies solutions help security managers to solve extremely challenging investigations and better detect and prevent threats while creating significant operational efficiencies.

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