

## **Pivotal Vision® Focuses on Video Analytics Software and Expands Sales Network**

***Company sells ScadaCam Intelligent Surveillance System via top manufacturer sales reps, dealers and security integrators***

Minneapolis, MN – March 25, 2009 –To rapidly gain market-share in the fastest growing segment in the security industry, Pivotal Vision today announced it has realigned its operations to focus on further developing and marketing its leading video analytics software, the ScadaCam Intelligent Surveillance System. The company has expanded its sales network to include more than 70 sales representatives working with dealers and security integrators throughout North America.

Pivotal Vision has expanded its sales organization by contracting with leading independent sales firms in the security industry to represent its products. Intelligent Marketing Inc (IMI) of Haverhill, Mass. now sells the ScadaCam line throughout the East Coast. SeeVid, Inc now sells ScadaCam throughout the West Coast, including Alaska and Hawaii.

“Pivotal Vision has established itself as the expert in tracking and reporting utilizing video analytics software. Since its inception, the company has continually expanded the capabilities of its ScadaCam Intelligent Surveillance System,” said Chris Greco, president of IMI. “We are thrilled to partner with Pivotal Vision to provide critical infrastructure businesses with the most advanced video analytics system available on the market today.”

Most recently, Pivotal Vision introduced its patent pending Geospatial technology which enables autonomous pan-tilt-zoom (PTZ) camera tracking and coordination of multiple visual-thermal imaging and thermographic cameras at a site. The innovative system architecture allows consistent information flow from multiple cameras located remotely (on the edge) back to security/operations centers while using minimal communications bandwidth. This is the leading technology in the industry and has enabled Pivotal Vision to significantly expand its customer base and revenue.

“ScadaCam enables critical infrastructure businesses to cost effectively meet the increasing need for security surveillance with intelligent automated monitoring in place of adding personnel,” said Jerry Larsen, Pivotal Vision’s EVP of Sales. “By focusing our business solely on our ScadaCam Intelligent Surveillance line, we can maintain the system’s leadership position as the most technically advanced video analytics software available in the market today.”

### **About Pivotal Vision**

Pivotal Vision is a leader in intelligent surveillance technologies for security and operations in critical infrastructure industries. Pivotal Vision develops and markets its ScadaCam Intelligent Surveillance System. After 8 years of development in the field, it has become the most technically advanced monitoring software available. Pivotal Vision’s manufacturer sales rep network now includes Intelligent Marketing Inc. (IMI), Mooncom, Resource Corp Inc., SecureTek, SeeVid Inc., Source AV and SVC Marketing Inc. For more information about Pivotal Vision and its sales network, visit [www.pivotal-vision.com](http://www.pivotal-vision.com).