



**PIVOT3® HONORED WITH FROST & SULLIVAN'S
VIDEO SURVEILLANCE LEADERSHIP AWARD**

Award recognizes the growing importance of storage for video surveillance

Palo Alto, Calif. – February 15, 2010 – Pivot3 has been awarded the 2010 North American Video Surveillance Storage Growth Leadership Award from Frost & Sullivan. This honor demonstrates Pivot3's strength in the external storage market for surveillance with its award-winning Pivot3 Serverless Computing™ product line.

The Excellence Awards are presented annually to companies that are predicted to encourage significant growth in their respective industries, have identified emerging trends before they became the standard in the marketplace, and have created advanced technologies that will catalyze industries in the near future.

“The key drivers for Pivot3's outstanding performance in 2009 include the company's solution, which is revolutionary in video surveillance, and effective marketing of its solutions in key end user segments,” said Dilip Sarangan, research analyst, Frost & Sullivan North America. “The company competes directly with some of the largest companies in the world, including IBM, EMC, Hewlett-Packard and Dell. In order to effectively compete with these large organizations, Pivot3 has worked diligently to focus on key points of superior performance, lower costs, elimination of hardware and high availability.”

Pivot3's unique architecture is ideally suited for the surveillance market, which requires high capacity, high availability and a quick return-on-investment as users need to store video from hundreds, if not thousands, of cameras. Since its inception, Pivot3 has continued to build upon its market share and tripled revenues in 2009.

Video surveillance accounts for very large amounts of data that are difficult for companies to store using traditional solutions. While these products, such as DVRs, have been effective in the past, the advent of IP cameras and the use of networks to store video has made it difficult for end users to control and manage the hundreds of devices that capture video.

“Pivot3 Serverless Computing™ solutions eliminate the need for multiple devices to store and manage video data,” said Lee Caswell, founder and chief marketing officer, Pivot3. “This provides significant cost savings for end users by eliminating hardware that can account for hundreds of thousands of dollars in investment, thereby reducing the total cost of ownership and enhancing return on investment significantly.”

Pivot3’s solutions improve field reliability by supporting advance storage protection techniques and application failover for embedded virtual servers. These advanced high availability features are delivered through Pivot3 software deployed on standards-based commodity hardware. The open systems hardware solution can be used by any server-based applications with large-capacity storage requirements.

About Pivot3

Pivot3 is the fastest-growing surveillance storage company, with its award-winning products widely deployed in the hospitality, transportation, homeland security, public safety, education and retail markets. The innovative Pivot3 Serverless Computing™ architecture is ideally suited for video applications, offering high availability for storage and applications, massive bandwidth for streaming video workloads, and simple scaling of capacity. To learn more about Pivot3, visit www.pivot3.com.

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