



PIVOT3® ENTERS ASIA MARKETS

Hires VP Asia-Pacific Sales; Opens Compatibility Lab in Tokyo; Announces Win in Korea

Tokyo, Japan – March 11, 2010 – Pivot3®, Inc., the leading supplier of IP SANs to the physical security market, announced its plans for entering the Asia markets for physical security servers and storage.

Leading the effort for Pivot3 will be Brad Armstrong, the newly appointed Vice President of Sales, Asia Pacific. Armstrong is a storage veteran and most recently served as Vice President of Business Development, Asia, for EqualLogic, an IP SAN company purchased by Dell Computer for \$1.4 billion.

"The Asia Pacific market as a whole is experiencing rapid growth and a fundamental switch from analog to digital surveillance technologies," Armstrong said. "We believe that Pivot3 is uniquely positioned to capitalize on growth opportunities and we are excited to be bringing the market leader to Asia."

Recent market data demonstrates the depth of opportunity in this market, noted Alastair Hayfield, Research Manager at IMS Research. "Asia is one of the most exciting growth markets for video surveillance, particularly China. In the recently released IMS Research report, "Enterprise and IP Storage Used for Video Surveillance", the Asian market is forecast to grow at an average rate in excess of 35 percent over the next four years, which is faster than the Americas or EMEA."

The initiative includes a new Pivot3 Compatibility Lab now open in Tokyo, which provides hands-on training, configuration assistance, installation support and maintenance services for resellers and end users. The Pivot3 Compatibility Lab is designed to demonstrate the power of

open systems solutions and includes innovative products from the company's HD Storage Alliance partners including Arecont Vision, Axis Communications, Genetec, IQinVision, Milestone Systems, and Sony. The Pivot3 Compatibility Lab has a staff of five including Armstrong.

Pivot3 also announced that the City of Anshan, Korea and Gumpo City, Korea have selected Pivot3 for two complex, high-capacity projects.

"Clearly, there is a large demand in Asia for new server and storage technologies that accelerate the adoption of digital surveillance technologies," said Lee Caswell, Founder and Chief Marketing Officer, Pivot3 "We are excited to build on the success of Pivot3 in North America and leverage our team's existing expertise with leading companies in the Asia Pacific market including Crossbeam Systems, EqualLogic, Iron Mountain Digital and Verizon Business."

About Pivot3

Pivot3 is the leading supplier of IP SAN solutions to the video surveillance market. The company's award-winning products are widely deployed in the hospitality, transportation, homeland security, public safety, education and retail markets. The innovative Pivot3 Serverless Computing™ architecture is the only scale-out storage product offering integrated server virtualization, which brings high availability for storage and applications, simple capacity scaling, and a commodity hardware cost basis. To learn more about Pivot3, visit www.pivot3.com.

About IMS Research

IMS Research is a leading supplier of market research and consultancy services on a wide range of global electronics markets. The company is supported by headquarters in Wellingborough, UK and offices in Austin, Texas and Shanghai, China. IMS Research regularly publishes detailed research on video surveillance markets and physical security, among others.

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