



## **PIVOT3 LINES UP 30 INDUSTRY LEADERS TO DRIVE THE ADOPTION OF STORAGE TECHNOLOGIES IN VIDEO MARKETS**

### **High-Definition Storage™ Alliance Program Promotes Open-System Solutions for Video Surveillance Users and Integrators**

Spring, Texas – March 27, 2008 – Pivot3 Inc, the inventor of High-Definition Storage™, today announced its Pivot3 High-Definition Storage™ Alliance program, with 30 industry-leading vendors that have already committed to the program. The alliance program is designed to help users simplify the deployment and speed adoption of open video surveillance systems, using high-capacity, high-bandwidth Pivot3 High-Definition Storage.

The Pivot3 HD Storage Alliance includes leading camera vendors and open video management companies who are certified with Pivot3 High-Definition Storage. Certified HD Storage Alliance members can take advantage of numerous program benefits such as pre-sales configuration assistance, system installation support, dedicated post-sales support and joint marketing.

“Vendors now see the potential of working together to deliver the latest storage and video surveillance technologies to their customers,” said Dilip Sarangan, Frost & Sullivan research analyst. “The interoperability of these solutions is vital for end-users, and Pivot3 is at the forefront with an eco-system of partners directing their efforts at seamless integration of their technologies in joint customer environments.”

“The timing is perfect,” said Scott Bartlett, CEO of Southwest Surveillance. “The Pivot3 HD Storage Alliance gives us the confidence to put together large-scale surveillance and security

systems, knowing that the pieces have been tested together and that these vendors are committed to making it work in the field.”

“The HD Storage Alliance helps open-system companies work together in the field,” said Lee Caswell, chief marketing officer at Pivot3. “By working together, these companies simplify large-scale installations for resellers and end users. We have a dedicated application lab that provides configuration assistance and simulation tools, a sales engineering team that offers on-site installation assistance for seamless deployment, and an operations team of industry veterans that can even pre-stage key components to ensure flawless deployment without downtime.”

Pivot3 High-Definition Storage is a clustered storage array, which aggregates capacity and bandwidth using the company’s RAIGE™ (RAID across Gigabit Ethernet) technology. For large-scale centralized installations such as casinos, airports, seaports, correctional facilities and railways, Pivot3 storage introduces a new level of system fault tolerance that eliminates planned downtime.

### **Selected Quotes from HD Storage Alliance Partners**

**Arecont Vision:** “We are pleased to see our high-definition IP video surveillance solutions work seamlessly in various customer environments,” said Raul Calderon, vice president of business development at Arecont. “By collaborating with Pivot3 in their High-Definition Storage Alliance, we know we can bring to our customers another proven, certified solution that integrates smoothly in their existing environments.”

**Axis Communications:** “High-performance and scalable storage systems are a key component of large video surveillance systems,” said Fredrik Nilsson, general manager, Axis Communications Inc, the global leader in the network video market. “In order to provide complete solutions to our customers, we work with quality partners such as Pivot3. We are glad to be a certified Pivot3 HD Storage Alliance member, and we appreciate the support Pivot3 offers to help us meet and exceed our customers’ expectations.”

**Connexed:** “Connexed is a firm believer in open-system surveillance solutions,” said Rick Bentley, founder and CEO of Connexed Technologies. “We rely on mixing and matching standards-based cameras and storage with our innovative network-based solution to provide customers the ultimate flexibility and availability. From our application’s standpoint, using the Pivot3 array is just as simple as using direct-attached storage, but with all the benefits of an enterprise-class iSCSI SAN solution.”

**DVTel:** “As an open-based systems provider, DVTel strongly supports third-party product testing and certification of all components in an IP-based solution, whether it is IP cameras, door readers, storage, servers or networking equipment,” said Steve Rice, director of strategic channel development. “The Pivot3 HD Storage Alliance is aligned with our goal to simplify implementation and support of these systems, thereby reducing customer costs and improving their return on investment.”

**Exacq:** “We’re pleased to join the Pivot3 HD Storage Alliance, because it promotes the same values that helped Exacq build one of the fastest-growing, most loyal customer bases in the industry,” said Dave Underwood, president and CEO of Exacq. “The future of the industry is in open systems, where partners like Exacq and Pivot3 work together to make solutions that are easy to scale, easy to use and flexible in the field.”

**Grandeye:** "Grandeye is a world leader in innovative 360-degree camera technology, offering customers an exciting new experience in total situational awareness that is well-matched to the high availability and scalability of Pivot3," stated Bob Gitre, VP US at Grandeye. “We’re delighted to be part of the HD Storage Alliance as we show customers that we are working together with industry leaders to smooth the deployment of complete solutions.”

**Insight Video Net:** "Having a secure storage solution to complement Insight Video Net's robust video management system is critical to successful installations," said Robert Carreon, founder and CEO of Insight Video Net. "Given the importance of both managing and storing critical video evidence, it is paramount that we have confidence in the company that provides storage solutions for our customers. Insight's CMS Video Management software securely and automatically manages video files and Pivot3 provides a flexible and reliable storage solution. Pivot3 has provided the confidence that we demand."

**IQinvision:** “The incredible resolution of multi-megapixel cameras is driving mainstream adoption of IQeye solutions and a corresponding need for large-scale storage,” said Paul Bodell, Chief Marketing Officer at IQinvision. We’ve worked side by side with Pivot3 in leading gaming and educational installations to provide seamless installation and support for our joint customers. We’re proud to be part of the Pivot3 HD Storage Alliance.”

**Lenel:** “Lenel has a complete set of security solutions that are based on open architecture design standards,” said Joshua Phillips, director of marketing and strategic alliances for Lenel, a UTC Fire and Security Company. “Working with other open-systems companies such as Pivot3 helps further our vision of seamlessly integrating synergistic technologies into OnGuard, for the betterment of customers everywhere.”

**Lumenera:** “Lumenera is pleased to be a certified Pivot3 HD Storage Alliance member and we appreciate the support Pivot3 has provided for our high-end surveillance IP camera line.” stated John Recesso, director of business development, Lumenera Corporation. “We are firm believers in open-architecture systems, allowing customers to select the imaging and storage solutions that best meet their video surveillance needs.”

**Milestone:** “We’re delighted to join the Pivot3 HD Storage Alliance because open systems are a core element of Milestone’s strategy,” stated Eric Fullerton, chief sales and marketing officer at Milestone. “Milestone’s open platform is really about thinking ahead to anticipate new ways that we’ll be using video in the future. And that forward thinking is helping our customers ‘video-enable’ their business in new and exciting ways.”

**OnSSI:** “Customers are the ultimate beneficiary of open systems,” said Gadi Piran, president and CEO of On-Net Surveillance Systems, Inc. “At On-Net SSI, we offer customers complete flexibility in their hardware choices, and they realize the benefits of deploying the latest technology at the lowest cost. The HD Storage Alliance extends our open-systems reach to include large-scale networked storage that Pivot3 offers.”

**Panasonic:** “Panasonic’s partnership with Pivot3 is a further extension of our ‘Open Infrastructure’ initiative and evidence of our commitment to ensure that our security products interoperate with market leading solutions,” said Mike Maddox, PSDN program manager for Panasonic Security Systems. “Storage solutions that support our high-resolution i-Pro

megapixel network cameras are increasingly important for security applications. We look forward to participation in Pivot3's Alliance program and share their vision for more powerful and cost-efficient disk-based storage solutions with unlimited scalability."

**Petards:** "We look forward to continuing our relationship with Pivot3," said Frank Baitman, president of Petards, Inc. "Our video management solution, UVMS, provides a powerful and user-friendly tool which enables security and surveillance operators to easily manage hundreds of cameras. By partnering with Pivot3, we are making available to our customers a video storage solution that has similar focus on enterprise grade performance and ease-of-use. Our solutions have not only been tested together, but they're now deployed in multiple casinos — among the most challenging environments for video surveillance. Being a certified member of the HD Storage Alliance demonstrates our ongoing commitment to open standards. Clients with extensive storage needs now have both the ease-of-use of UVMS, and a robust, tested and scalable storage back-end that they can depend on."

**Safety Vision:** "Safety Vision customers are at the leading edge of mobile applications where scalable and reliable storage like Pivot3 is a critical element of the solution," said Chris Fritz, chief technology officer at Safety Vision. "We are an enthusiastic endorser of open systems and the Pivot3 HD Storage Alliance is a good vehicle for us to communicate that we will work together to ensure smooth deployment of large scale video surveillance in the mass transit, law enforcement, transportation, fleet and heavy equipment industries."

**Seagate Technology:** "Seagate understands and appreciates that the use of hard drives in video surveillance is unique in terms of how video data is written, stored, and retrieved from the disks," said Mark Wojtasiak, Sr. Marketing Manager for Surveillance at Seagate. "Through working with companies like Pivot3, Seagate has gained an enormous amount of knowledge that is continuously leveraged into developing hard drive solutions geared for today's surveillance systems, and tomorrow's innovations. We are pleased to be part of the Pivot3 HD Storage Alliance, as it exemplifies the future of open-platform video surveillance storage technology."

**Video Protein:** "Video Protein customers have high expectations and our membership in the Pivot3 HD Storage Alliance reflects our commitment to excellence," said Anthony Pugliese IV, president and CEO of VideoProtein. "Relationships are important in this business and we

are happy to promote our joint commitment to installing and supporting solutions that will delight customers.”

### **About Pivot3**

Pivot3 invented High-Definition Storage™, delivering more than sixteen times the performance at half the cost of traditional solutions, to uniquely solve the storage needs of bandwidth and capacity-intensive environments such as video surveillance. The company has raised \$46 million in private financing to deliver leading-edge storage technology to its growing customer base in public safety, gaming, education and federal markets. For more information please visit [www.pivot3.com](http://www.pivot3.com) or call 877-574-8683.

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