



AVOCADO
SECURITY
A Security Business Intelligence Platform

For Immediate Release:

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Avocado Watchman Scheduled for Release in the Fourth Quarter of 2010

Avocado Security Automates Video Monitoring and Reduces Security Operation Costs

WASHINGTON, DC (**March 18, 2010**), Avocado Security, the world's first pioneer of the On-Demand Security and BI Optimization Platform, today announced availability of Avocado Watchman by the end of the fourth quarter of 2010. Avocado Watchman is an index of CCTV video surveillance alarms containing some of the most important security elements which are laborious and time consuming. Now, with Avocado Security's cutting-edge technology, live viewing of hundreds of video surveillance monitors from diverse security systems can be automated. These video surveillance images can be translated into intelligent, usable, security, business data, and statistics.

"Rather than focusing on the most important issues, security operators are currently babysitting their CCTV cameras and monitors," said Kevin Shahbazi, CEO of Avocado Security. "With Avocado Watchman, organizations can automate the entire video monitoring process, ultimately reducing costs and improving security response time."

Avocado Watchman is built on the Open Architecture Convergence (OAC) platform, which enables organizations to gain meaningful security and business value from the "edge" of their security networks. Avocado Watchman increases control over the monitoring and performance of hundreds of security camera images, and further increases the abilities of security operators to optimize their security operation whether in one location, across a region, or across the globe.

Another key advantage of Avocado Security's technology is that it is device agnostic. Avocado Security can convert video images from the existing security equipment from one vendor, or from

multiple vendors (GE, Honeywell, Bosch, Siemens etc.) and translate them to usable data. Examples of data that can be provided include: the number of times an elevator door opened, a high level of traffic at a particular entrance or exit, or the rate of traffic at the loading dock of a hotel versus the front entrance lobby. By looking at security monitors and images alone, such information cannot be extracted.

About Avocado Security

Avocado Security, with multiple patent pending technologies, is the first global provider of cross-platform Security and Business Intelligence (BI). Additionally, Avocado Security is the first provider of Convergence Management, an agnostic software suite that unifies analog and IP cameras, irrespective of manufacturer, make, or model. Avocado Security's BI platform helps clients to reach new untapped potentials. To enable security + business intelligence information sharing across the organization, Avocado Security provides a web based On-Demand platform and service. This, along with a pioneering video exploitation and a state-of-the art data center, helps to increase productivity, security, and business intelligence across our clients' enterprise. Avocado Security helps corporations transform their security, Business Intelligence, and operational data into actionable intelligence. Our Security + Business Intelligence platform, Avocado 3.0, gives businesses solutions to all of their query, reporting, and advanced analytical needs, and distributes insight to security personnel, Sales & Marketing team, and the executive management team via web and wireless devices. With many satisfied customers and technology / integration partners, Avocado 3.0 has been proven to be the World's first and most complete BI & Security Platform. For additional information, visit us at <http://www.AvocadoSecurity.com> or call (866) 608-1116.

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