

Infinova to Hold in - booth Seminars at IFSEC

MONMOUTH JUNCTION, NJ- March 10, 2010- Infinova today announced that, at IFSEC in Birmingham, England, May 10-13 at Booth # 5F10, it will hold a series of seminars showing attendees on how integrators can help their customers make the leap from analog to digital surveillance easier and less costly.

"When we asked our integrators what we could do to help them at IFSEC, they asked us to go over two things with them, new products and how to land more sales," emphasizes Mark S. Wilson, Infinova vice president, marketing. "The biggest problem they reported having is getting their customers to take the first step in migrating to IP. Customers didn't want to have to scrap their analog equipment and are not sure that it is worth the added investments to get the increased benefits of digital. They want to know how to make analog and IP co-exist. That's when we decided to hold IFSEC seminars at our booth instead of product pitches."

According to Wilson, sales feedback has been that security managers know they will migrate to IP but do not know how. They need to preserve their present analog investment. They know they will be sharing their company's data network but do not know how to talk to IT. How do they present an analog to IP migration in a way that IT will accept?

Seminars will cover the three system areas that integrators need to cover with their customers-

- Cameras
- Transmission and cabling, including power supplies and
- Control room

"For instance," Wilson asks, "How can an integrator help its customer bridge the gap between IP and analog with IP/megapixel cameras? Can they get these digital cameras to co-exist with their present analog cameras and, if so, how do they do it easily and economically?"

"How do they work with IT when sharing the company's data network?" Wilson inquires. "Can they show the IT department how their migration plan will not adversely impact it?"

"Lastly, not all customers want to scrap their analog control room equipment, add encoders to their analog cameras, and retrain their people," Wilson adds. "How can integrators help that customer?"

For a list of seminars and their times, IFSEC show attendees should check the signs at the Infinova **Booth # 5F10**.

More information about Infinova is available at www.infinova.com.

About Infinova

By helping integrators provide their customers with best-in-class, large and small video surveillance solutions, Infinova helps integrators generate more business by being able to say "yes" to a broad scope of projects. Infinova provides IP, megapixel and analog surveillance cameras and components, camera accessories, monitors, power supplies and fiber optic communications devices as well as customized solutions. Infinova partners with brand-leader manufacturers to create turnkey solutions and tests and verifies the functionality of their partners' s solutions when integrated with Infinova products. Infinova works diligently to ensure integrators can provide affordable solutions and is acknowledged in the industry for their exceptional customer service programs. With such customer focus, Infinova is often called "the integrators' manufacturer."