

## **Infinova to Hold in - booth Seminars at Expo Seguridad Mexico 2010**

MONMOUTH JUNCTION, NJ- April 15, 2010- Infinova today announced that, at Expo Seguridad Mexico 2010, April 20-22, Booth # 1419, it will hold a series of seminars showing attendees 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 Expo Seguridad Mexico 2010, 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 investment 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 Expo Seguridad 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, Expo Seguridad Mexico show attendees should check the signs at the Infinova Booth # 1419.

More information about Infinova is available at [www.infinova.com](http://www.infinova.com).

### **About Infinova**

Infinova makes it possible for IP and analog surveillance cameras and equipment to co-exist and be managed as a single seamless system solution, helping integrators generate more business by being able to say "yes" to a broader scope of projects. Infinova provides megapixel, IP and analog surveillance cameras, including specialized cameras, control room equipment, fiber optic communications and customized systems. The Infinova solution enables end-users to extend the life of their existing analog equipment by having it co-exist with their new IP video equipment. Infinova partners with brand-leader manufacturers to create best-in-class solutions and certifies the functionality of their partners' s solutions when integrated with Infinova products. Infinova is acknowledged in the industry for its exceptional customer service programs and is often called "the integrator's manufacturer."