



## Media Release

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FOR IMMEDIATE RELEASE

### **Monitoring in the Cloud** ***SureView Announces Immix Cloud for Central Stations and Command Centers***

**Tampa, Florida USA**— SureView Systems, developer of Immix, the leading video-based automation platform, announced today that Immix Cloud has completed a successful Beta period with leading customers and will be available for select customers on December 5th, 2011, with general availability in March of 2012.

Available initially as a private cloud offering, Immix Cloud enables central stations and command centers to deliver the next generation of monitoring services by consolidating video, access control, audio and alarm events into a single point of control.

The cloud architecture provides key advantages for monitoring stations wanting the flexibility to monitor anywhere, simplify IT deployments, customize service offerings and, through mobile technologies provide immediate situational awareness to security managers, end users and executives.

A new service option for delivering Video Verification is included for commercial central stations. A low price point, optimized user interface, and an end user iPhone application create a package designed to help customers accelerate sales and go to market quickly. Additionally, advanced integrations with Videofied and major automation platforms including MASTerMind, set a new standard for the delivery of Video Verification services.

For private command centers and commercial central stations providing Physical Security Information Management (PSIM) services, Immix Cloud's Interactive Monitoring interface offers the rich, well focused feature set essential for delivering these high value service offerings. Operators, security guards and managers can access Immix Cloud securely wherever they are located and deliver remote guarding services including virtual guard tours, video access control, and unattended delivery. These services leverage and integrate existing security systems to drive down operational costs while enhancing security across all locations in the enterprise.

SureView is also working with key strategic service and infrastructure providers to deliver Immix Cloud as a Software as a Service (SaaS) offering, aimed at the PSIM market. Customers will subscribe to a secure online service to manage their facilities without the capital expenditure and ongoing IT support for maintaining server hardware and software. Customers will be able to start adding PSIM functionality to their operation in a matter of days rather than the months many deployments take today. This SaaS solution, combined with other cloud based offerings from integration partners including Axis's AVHS and Brivo's ACS WebService will be the first end-to-end security service that customers can

purchase through a simple monthly subscription. SureView will announce more information in 2012.

“Immix Cloud is now delivering benefits to both the commercial and private command center customers. The differing needs of these markets have driven us to build functionality which creates real value for both market spaces. Cloud technology and the rapid advance in mobile capabilities have opened up a whole new dimension in how we deliver product and how our customers build their own unique solutions,” said Simon Morgan, Product Manager of SureView Systems.

#### About SureView Systems

SureView Systems owns, develops, sells and supports the Immix product line. Immix® Enterprise and Cloud are video centric software platforms designed to receive alarm events from video, video analytics, access control, automation systems, and GPS location aware devices providing a single point of control. For more information please visit [www.SureViewSystems.com](http://www.SureViewSystems.com).