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**Arecont Vision Unveils New H.264 Price Reductions
And Overall Price Restructuring At ISC West 2009.**



Las Vegas, NV (April 1, 2009) – Arecont Vision, the industry leader in megapixel IP camera technology announced today a significant price reduction on its megapixel H.264 MegaVideo® cameras as well as a formal restructuring of its market pricing. The announcement was issued by Arecont Vision's Executive Vice President, Scott Schafer to maintain and support customer expectations for the high value of Arecont Vision's innovative megapixel technology and products.

Arecont Vision's product development team has achieved a significant cost reduction for the company's entire line of H.264 MegaVideo® cameras by employing new advanced chipsets on its core platform. Advances in design and manufacturability of the product line have lowered the overall cost which is being passed on to its customers. This has allowed Arecont Vision to reposition its H.264 line of cameras in the marketplace, further closing the price gap with MJPEG cameras. All 1.3, 2, 3 and 5 megapixel color and day/night H.264 MegaVideo® cameras are available at Arecont Vision's newly reduced price points.

"Arecont Vision is committed to doing whatever it takes to help new and existing clients succeed," said Schafer. "We are committed to expanding the utility of our H.264 megapixel camera solutions. Reducing the cost of our H.264 technology is only one of the many ways we are continuing to explore solutions that offer options for installations with varying budgetary needs. I'm confident that in conjunction with our customers, integrators, and dealers we will find new and innovative megapixel solutions that go beyond traditional security applications."

In addition to significant price reductions, Arecont Vision is restructuring their go-to-market pricing platform even further based on an MSRP price list with associated discounts depending upon clients' buying level. This will standardize Arecont Vision's pricing at all levels and result in across-the-board reductions for many customers.

For more information contact Arecont Vision by calling toll free 1-877-CAMERA-8, or visiting www.arecontvision.com.

About Arecont Vision

Arecont Vision is the leading manufacturer of high-performance megapixel IP cameras and associated software. Arecont Vision products are made in the USA and feature low-cost massively parallel image processing architectures MegaVideo® and SurroundVideo® that represent a drastic departure from traditional analog and network camera designs. These innovative technologies enable Arecont Vision to deliver multi-megapixel digital video at standard IP VGA camera price points.

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***EDITORS' NOTE:** Electronic files and photos are available upon request by emailing Jennifer O'Reilly at in | fusion advertising at joreilly@ifadvertising.com.