

FOR IMMEDIATE RELEASE

EDITORIAL CONTACT

Jennifer O'Reilly / in | fusion

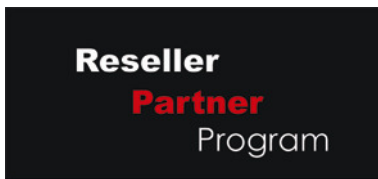
phone: 203-252-2173

fax: 203-252-2174

e-mail: joreilly@ifadvertising.com

website: www.ifadvertising.com

Arecont Vision Offers New Reseller Partner Program.



Glendale, CA (August 23, 2010) - Arecont Vision, the industry leader in IP-based megapixel camera technology has launched a Reseller Partner Program designed to help systems integrators expand their business by leveraging Arecont Vision's leadership position in the megapixel IP camera market. The new program was announced today by Arecont Vision's Executive Vice President of Sales and Marketing, Scott Schafer.

"Our new Reseller Partner Program is an important component in our sales plan for further market expansion in 2010 and beyond," said Mr. Schafer. "Based on the numerous business relationships we have established with systems integrators, it made sense to develop a program that includes those partners as key players in the sales execution, strategic marketing and overall success of the company. Through this program, we can ensure our Reseller Partners have the appropriate tools and resources to be successful in designing, selling and installing Arecont Vision systems."

The Reseller Partner Program engages systems integrators to become active players in Arecont Vision's field sales and marketing activities and execution. Through the dedicated Partner Portal, all Reseller Partners have access to design tools such as pixel density and storage & bandwidth calculators, project registration and other design tools. Based upon the sales volume, systems integrators will be tiered into Gold, Silver or Bronze. Each of these levels has additional perks such as preferred lead dispersal, priority tech support and co-marketing opportunities.

Key Features of the program include:

- Dedicated Partner Portal Access
- Project Registration
- Demonstration Units
- Preferred Lead Program
- Co-marketing Opportunities
- Marketing Collateral
- Advanced Replacement Program
- Priority Support
- Design Tools
- Monthly News Bulletin
- Advanced Replacement Program
- Strategic Account Manager Support
- Arecont Vision Website Listing
- New Product Beta Program Participation
- Pre and Post Sales Technical Support

Arecont Vision's Reseller Partner Program is available to dealers, systems integrators and value-added resellers with direct accounts or purchasing from Arecont Vision's authorized distribution partners. For more information, visit Arecont Vision's Reseller Partner webpage at <http://www.arecontvision.com/resellerpartnerprogram.html>.

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 IP VGA camera price points.

XXX

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