



**For Immediate Release:**

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## **Video Analytics Expert Joins Board of Advisors at Avocado Security**

*Dr. Geoffrey Egnal an Authority on Intelligent Video Analytics Industry, Joins the Growing List of Security Luminaries Working with Security and Business Intelligence Pioneers*

WASHINGTON, DC (January 31, 2008)... Avocado Security, the world's first On-Demand Security and Business Intelligence (BI) Optimization Platform, today announced that Dr. Geoffrey Egnal Ph.D. a recognized expert in the intelligent video analytics industry, has joined the company's board of advisors. Dr. Egnal will be lending his expertise in intelligent video analytics, video mining, and translating customer and market demand to product functionality.

Video surveillance security images may not be necessarily available when it is really needed. It may be due to the fact that the cameras or DVR had actually stopped recording well before an incident took place. It may even so happen that recorded security images, may not be up to required quality to be put to a good use to conduct proper investigation or analysis. Such failures may have a dire consequence on the entire operation or adverse affect on business continuity.

Avocado Security's optimization platform immediately alerts to such serious security short comings. Operational security data, along with other security information, are fed thorough Avocado Security's platform. Additionally, aggregated data is normalized and compiled for use as actionable business intelligence by which to render a business decision.

"Dr. Egnal joins us as a member of our impressive and growing board of advisors," said Kevin Shahbazi, CEO of Avocado Security. "His contribution to the industry and impressive track record in the intelligent video analytics market is well published."

Avocado Security's suite of on-demand security and business intelligence applications allows customers to access and manage their physical security business intelligence for each location or their entire enterprise.

In accepting his position, Dr. Egnal said, "For the past few years, customers have been asking for a combined security and business intelligence product. Avocado Security's pioneering technology offers a

unique blend of security and BI. While offering many benefits, it addresses both security monitoring and operational continuity by intelligently converting security images to actionable intelligence.”

Avocado Security’s business intelligence optimization platform helps clients achieve new untapped potential. To enable security plus business intelligence information sharing across the organization, Avocado Security provides a web-based On-Demand platform. This platform, along with pioneering video mining and a state-of-the art data center, helps to increase productivity, security and business intelligence across an enterprise. Avocado Security platform is currently in use in select industries. Version 2.0 is due for release in Q2 of 2008.

### **About Dr. Geoffrey Egnal, Ph.D.**

Dr. Egnal is a recognized expert in the intelligent video analytics industry. He currently serves as Chief Technology Officer of ArguSight, a company dedicated to gigapixel video. He previously served as CTO for IPIX Corporation, a premium supplier of visual intelligence technologies and 360 fisheye lenses. Prior to IPIX, he served as Senior Scientist for ObjectVideo, a leader in video analytics and intelligent video surveillance technology. Dr. Egnal was a part of the core team in charge of technology fundraising and grant management, as well as research and product engineering. He has also worked as a consultant for the Monitor Company, a strategic consultancy. Dr. Egnal is a graduate of Yale University with a B.S. in Applied Mathematics, and earned a Ph.D. in Computer and Information Science from the University of Pennsylvania.

### **About Avocado Security**

Avocado Security’s patent pending technology is the world’s first security and Business Intelligence (BI) platform as On-Demand solution. This new technology brings about innovative security and productivity measures for clients who desire to improve their security, operation and IT infrastructure. By combining an advanced set of security and business intelligence metrics, Avocado Security’s clients experience streamlined security operation, and in turn, dramatically improve their own bottom lines. For further information and press releases on Avocado Security, please visit <http://www.AvocadoSecurity.com> or by calling (703) 279-6577.

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