



PRESS RELEASE

**TELAID ALIGNS WITH SONY ELECTRONICS TO BOOST ITS DELIVERY OF  
COMPREHENSIVE SURVEILLANCE SOLUTIONS**

*Sony's line of HD network cameras and innovative security technologies  
further enhance the Telaid product portfolio*

**Niantic, Conn. – January 10, 2012** – [Telaid](#), a leading technology integrator specializing in multi-site deployments, announced today that it has joined the [Sony Security Preferred Reseller \(SSPR\)](#) Program. As a SSPR, Telaid will leverage Sony's complete line of professional security video products to deliver robust solutions to its growing customer base for a variety of business applications.

“Telaid demonstrates unique capabilities that make it a perfect reseller for our broader solutions-based strategy,” said David Wedel, Strategic Business Development Manager, Sony Electronics, Security Systems Division. “The success of Sony products depends on not only innovation and quality, but the expertise of our valued resellers. Telaid not only provides a high-level of technical expertise and support to its customers, it clearly understands the value IP technology brings to its target markets.”

The strategic collaboration between Telaid and Sony delivers intelligent video surveillance solutions to help increase safety and optimize operations for organizations in the retail, financial and quick-service restaurant markets. Sony's powerful surveillance cameras capture clear, noiseless, high-quality video making them ideal for a variety of environments. From fixed to mini-dome to PTZ, Sony's network cameras are efficient, performance driven solutions for video surveillance. The addition of Sony products to Telaid's portfolio will provide even more options for customers working to investigate and thwart shrink, fraud and theft in an efficient and cost-effective manner. Furthermore, Sony video solutions help users compile compliance and performance measurement, and business intelligence to optimize operations.

“At Telaid, we are committed to solving today’s security challenges by leveraging the power of IP-based technologies to enhance security and safety,” said Scott Patsiga, President, Telaid. “By working with Sony, we can now offer one of the industry’s most comprehensive array of HD network surveillance cameras to our clients. Our alliance with Sony demonstrates our commitment to addressing the emerging technology requirements our customers demand.”

Telaid focuses on providing world-class technology solutions while streamlining project management to save time, and reduce costs and risks in the field. Using its [Zero Defect Model](#), Telaid’s staging and configuration services pre-prepare and pre-configure products for plug-and-play capability. To learn more about Telaid, visit booth no. 2064 at the Retail’s Big Show on Jan. 16-17, 2011, at the Jacob Javits Convention Center in New York.

### **About Telaid**

Telaid is a leading systems integrator specializing in multi-site technology deployments and the delivery of state-of-the-art security, safety, IT and audio/video solutions. A full-service provider with more than 30 years of industry expertise, the company provides advanced technologies that offer lower operational costs and superior return-in-investment, and has the ability to configure products prior to deployment. Telaid delivers technology and services to some of the largest companies in the nation, and through the support of its National Service Delivery Organization services more than 100,000 client sites in North America. For more information, visit <http://www.telaid.com>.

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