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SONY ELECTRONICS AND NEXT LEVEL SECURITY SYSTEMS UNVEIL CLOUD-BASED VIDEO SURVEILLANCE SOLUTION

*IPELA CLOUD™ Serviced by NextConnect Video® solution provides affordable,
high-performance security technology for service providers*

CHICAGO (ASIS 2013, Booth No. 635) – Sept. 24, 2013 – Sony Electronics' Security Systems Division and Next Level Security Systems announced today the launch of an affordable, scalable cloud-based video surveillance solution: IPELA CLOUD Serviced by NextConnect Video. Combining Sony's IPELA ENGINE EX™ Series IP cameras with the NextConnect Video cloud service allows Sony and Next Level to deliver security solutions and technologies to a broader audience of customers.

Unlike other hosted or cloud solutions, the IPELA CLOUD solution reduces substantial bandwidth costs by leveraging peer-to-peer technology from Next Level, which enables direct connectivity from the camera to the client instead of routing video through a host computer. Furthermore, it enables direct connectivity from the camera to the cloud and provides HD video to multiple clients. Service providers can also simplify the management of multiple sites with a single registration. These benefits can enable affordable, yet high-performance security and easy remote monitoring for smaller businesses at a fixed, low price. For the service provider, offering video surveillance as an affordable hosted service creates opportunities to generate valuable recurring monthly revenue (RMR).

"The IPELA CLOUD solution redefines the use and management of surveillance in the cloud," said Mark Collett, general manager, Sony Electronics' Security Systems Division. "Sony continues to be a leader in the camera market in image quality and technical capabilities, and Next Level's technology enables users to remotely access video. The combination of our technologies offers unprecedented value to the industry."

"NextConnect Video revolutionizes video surveillance as a service by delivering automatic and secure remote connectivity to multiple clients without limitations in bandwidth or video quality," said Peter Jankowski, CEO, Next Level Security Systems. "IPELA CLOUD is the next evolution in video surveillance solutions and sets the standard for cloud-based surveillance in today's marketplace."

The IPELA CLOUD solution allows the IP cameras to be automatically configured over the network. The solution's Intelligent Streaming Selection (ISS) technology allows the cameras to automatically detect the amount of available bandwidth and select a suitable bitrate stream that optimizes video transmission and viewing. It also has edge storage capabilities, so users have the option of accessing live or recorded video directly from the camera. Remote video storage options provide additional flexibility through the cloud for the long-term retention of critical event video.

Sony and Next Level plan for the IPELA CLOUD Serviced by NextConnect Video solution to be available in January 2014.

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About Next Level Security Systems

Next Level Security Systems is a physical security company delivering a new breed of unified networked security technologies. The NLSS Gateway, Next Level's flagship product, is an award-winning, IP-based security management platform that integrates video management, IP access control, video analytics and managed services into a single appliance. It is successfully used in the retail, commercial, education, transportation and government markets. All of Next Level's products, sold through distribution worldwide, combine the performance, sophistication and functionality of enterprise-class security systems into a compact, unified and affordable solution.

About Sony Electronics' Security Systems Division

Sony Electronics' Security Systems Division produces a full line of professional security and surveillance technologies that set industry standards for image quality and performance. All products – including cameras, encoders and monitors – are based on Sony's advanced image sensors, which are designed to provide greater resolution at higher speeds than any other imaging technology. Sony's security and surveillance products are available through its network of channel resellers.

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