

**FOR IMMEDIATE RELEASE**

**SONY SECURITY DIVISION ADDS ASCEND GROUP, DATASTRAIT NETWORKS & IP SECURITY TO ITS MANUFACTURER'S REP NETWORK**

*New Firms Combine Technological Expertise and Customer Service Excellence with Proven Track Records in Security Solutions*

**PARK RIDGE, N.J., Nov. 29, 2011** – Sony Electronics' Security Systems Division is expanding its network of manufacturer's representative firms with three new additions covering the Midwest and South Central regions of the United States. The new organizations include Ascend Group, Inc. (Addison, Texas), DataStrait Networks, Inc. (Plymouth, Minn.) and IP Security Reps (Detroit, Mich.)

The new rep firms have proven track records of managing security solutions across multiple vertical markets utilizing IP-based technologies and supporting infrastructures. In addition, each has an established reputation for excellent customer service. According to Sony, the addition of these new firms can provide Sony security customers with a discernable difference in the highly competitive surveillance video marketplace.

"Ascend Group, DataStrait Networks and IP Security Reps have achieved high degrees of success by putting solutions into action," said Mark Collett, General Manager of Sony Electronics' Security Systems Division. "Having them join our team is a perfect fit for our broader solutions-based strategy. Ultimately, the success of Sony products in the marketplace depends not only on innovation and quality. It relies on great firms like these putting our technology to work."

Collett added that these three latest additions to Sony's manufacturer's representative line-up is part of the group's division-wide re-focus on developing advanced solutions in a range of vertical markets from retail to government installations.

### ***Ascend Group***

With its home office in the Dallas, Texas metroplex, Ascend Group has established its excellence in IP-based security solutions throughout the surrounding region of Texas, Louisiana, Oklahoma and Arkansas since the company was started in 1997.

“We have been at the forefront of both IP-based security solutions and the IT infrastructure that drives it,” said Mark Halleck, President of Ascend Group. “Our two fully operational demonstration centers in Dallas and Houston allow us to give potential customers a hands-on perspective on which Sony technology is right for them.”

### **DataStrait Networks**

Since opening for business in Minneapolis in 1996, DataStrait Networks has advanced the IP-based communications revolution across a full spectrum of business applications.

“We have positioned ourselves to have a unique perspective on the place of security applications within a larger business perspective,” said Jamie Roux, President of DataStrait Networks. “Working with Sony enhances our ability to advance IP-based surveillance systems while also helping customers eliminate functional limitations in legacy systems.”

### **IP Security Reps**

Detroit-based IP Security Reps has enjoyed success since its inception in 2009, with sales growing to more than \$14,000,000.

“While we may be a new firm, we bring a wealth of experience to the security industry,” said Robert Lydic, President of IP Security Reps. “Our core competencies are IP-centric and our experience reaches back to the dawn of this security technology some 15 years ago. The key to our rapid growth is our people. Continually training on the

latest advances and market trends will keep us, and Sony, on the forefront.”

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For more information on Sony Electronics' Security Systems Division, please visit  
[www.sony.com/security](http://www.sony.com/security).

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