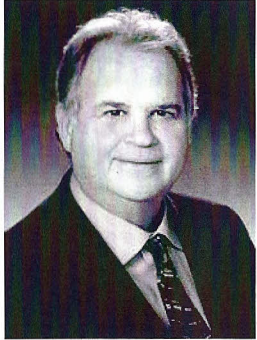


Bud Broomhead, CEO, Intransa, Inc.

MSM: *What security problem does Intransa solve?*



BB: IP surveillance is often thought of as IP cameras, and video management software (VMS) with

commodity servers and storage. But as a result, it's also thought of us as complex, costly and unreliable. Intransa VideoAppliance™ delivers on the promise of IP cameras and open VMS software, but eliminates the complexity, cost, and risk of lost video.

MSM: *Is cost a big part of the challenge?*

BB: Yes. When a security system is first designed, typically the cameras and VMS systems are selected with a great deal of effort. But the servers and storage on which the video will be monitored and recorded are

often ignored. Unfortunately, this very unglamorous component is actually the most expensive and therefore where the proper design can lead to be most savings. Servers and storage are typically 1/3rd to 1/2 of the entire cost of a surveillance project, and unless they are well designed, they can lead to performance and reliability issues. Intransa VideoAppliance™ not only eliminates the risk of improperly sizing and configuring surveillance system hardware, but they reduce the overall project cost.

MSM: *How are Intransa's surveillance products unique?*

BB: Intransa delivers patented video optimization technology that we call Video Data Management and Retention (VDMR). VDMR enables our simple appliances to outperform commodity servers, storage and workstations for video surveillance needs while reducing overall equipment, power consumption and rack space. We also test and certify hundreds of surveillance, imaging and technology applications with our technology labs, ensur-

ing risk free integration, and for about a dozen VMS systems, we offer them preloaded on our Intransa VideoAppliance™ server/storage family. By doing so we deliver an appliance that is ready to record, right out of the box, without complex setup or integration requirements and ready to run a leady VMS application.

MSM: *Who buys Intransa products?*

BB: Intransa products are available around the world through distributors like Anixter and integrators like Convergent Technologies, Diebold and Simplex-Grinnell among many others. Our customers are retailers, law enforcement agencies, casinos and hotels, correctional facilities, airports and ports, medical centers, schools and colleges, manufacturers, plus municipal, county, state and federal government to name just a few.

MSM: *Are Intransa solutions only viable for new installations?*

BB: Not at all. While we deliver a ready-to-go surveillance system, right out of the box, with our Intransa VideoAppliance™

system, it is not just for new IP installations. With the economic realities and budget challenges facing security departments today, few can afford to rip and replace their existing analog cameras, DVRs and cabling. With Intransa VideoAppliance™, all of that existing equipment and infrastructure can continue to be used, while video quality and recording capacity improved. And IP cameras and VMS systems are immediately supported, too.

MSM: *Is Intransa only for large projects?*

BB: No, with the introduction of our new Intransa VideoAppliance™ VA80, we can afford support 4-10 camera projects, or grow with our larger appliances to support hundreds of cameras. And all affordably.

Installer-ready Intransa VideoAppliance™ sets up in minutes with preloaded VMS software from Exacq, Genetec, JDS, Milestone & OnSSI for simple, green, video surveillance solutions

See us at ASIS Booth 781

www.videoappliance.com