

Arecont Vision Appoints Marc Ladin Chief Marketing Officer (CMO)

*Company Continues Management Team Expansion to Keep Pace
with Rapid Growth*



Philadelphia, PA (September 10, 2012) – [Arecont Vision](#), the industry leader in [IP megapixel camera technology](#), has named technology and security veteran Marc Ladin to the post of CMO. Ladin’s efforts will focus on extending the Arecont Vision brand, increasing market awareness of the company's capabilities and continued success, and enabling the company’s global sales teams and distribution partners to meet their growth goals.

“We are excited at the opportunity to bring an experienced world-class marketer like Marc to the Arecont Vision management team,” said Scott Schafer, Executive Vice President, Arecont Vision. “His marketing contributions to leading security and technology companies during periods of rapid expansion will be invaluable as Arecont Vision continues to grow and expand globally.”

With nearly 18 years experience in marketing leadership roles with fast-growing technology companies, Ladin will lead the continued development and

execution of Arecont Vision's marketing strategy. Prior to joining the company, Ladin was CMO at Everbridge, the market leader in SaaS mass communication solutions. While there, he oversaw a period of tremendous growth that helped catapult the company into the top position in the industry, and saw industry analyst Gartner rank the company as the #1 player in the emergency notification market. Previous to Everbridge, Ladin held marketing leadership positions for both publicly traded and privately held technology organizations.

"I am excited to be joining Arecont Vision during this period of growth domestically and internationally," said Marc Ladin, Arecont Vision CMO. "I feel the company is well positioned in the marketplace, and will continue to accelerate the industry trend towards adopting high-resolution IP megapixel camera technology for mainstream applications."

#

ABOUT ARECONT VISION

Arecont Vision is the leading manufacturer of high-performance megapixel IP cameras. Arecont Vision products are made in the USA and feature low-cost massively parallel image processing architectures MegaVideo® and SurroundVideo® that represent a drastic departure from traditional analog and network camera designs. All-in-one products such as the MegaDome®, MegaView®, MegaBall™ and D4F/D4S/D4SO series provide installer friendly solutions. True Wide Dynamic Range (WDR) and remote focus/remote zoom enhance camera utility. Compact JPEG and H.264 series of cameras address cost sensitive applications. These innovative technologies enable Arecont Vision to deliver multi-megapixel digital video at IP VGA camera price points.

Media Contact:

Ashley Palermo / in | fusion

phone: 203-252-2173 / e-mail: apalermo@ifadvertising.com