

IQinVision: A Continuing Record of Innovation and Leadership

The last several years have been exciting and rewarding for IQinVision, our partners and our customers. Since IQinVision was founded in 1997, the world of megapixel network cameras has come a long way. The explosive growth of megapixel technology in the video surveillance market has validated our longstanding strategy: to deliver a wide range of highly differentiated IP network products that are designed for stability and reliability to operate in the most demanding applications and conditions.



Ten years ago, there was limited demand for megapixel network cameras. Yet, IQinVision's founders were confident in the market value and viability of this class of network capable camera products. Over the ensuing years, we established an attractive and unique position. We are now a mature, profitable company with an established product line in a very young, fast-growing market. Our long term experience has allowed us to identify market demand and respond with market-valuable, differentiated features like user-definable image cropping, live digital pan/tilt/zoom, and on-camera image authentication. Today, these unique features enable our distributor and integrator partners to distance themselves from commodity, standard resolution cameras and reap the attractive gross profit margins that come with this differentiation. Overall, our patience and diligent cost controls during the lean years enabled us to deliver the feature rich and matured IQeye product line that we have today.

We have watched many companies come and go over the years and expect to see more of the same. These companies failed to recognize that megapixel technology is not a "cookie cutter" business where products are developed by simply procuring a chip-set and combining it with a camera housing and a lens. Over the last decade, IQinVision has perfected its product line through real-world deployments and partner cooperation, granting us, and our partners, a compelling competitive advantage that has been validated by the market place. Our IQeye line of megapixel network cameras have the industry's most stable platform, operating continuously on challenging networks without interruption for years, and delivering the highest quality images in the marketplace today.

But it hasn't all been about products. We also recognized that megapixel network cameras were a new breed of product and simply having the best product wasn't enough. So, we built a world-class customer service and technical support organization run by dedicated professionals with whom it is a pleasure to do business. Their charter is to continually exceed our customers' expectations, and I am pleased to report that our customers will tell you we have delivered on this commitment. IQinVision has always had an aggressive product roadmap and over the next several months you will see again our technical advantage and market leadership manifested in higher performance products and smarter cameras. We'll continue to build on our impressive record of "Firsts:" first CMOS progressive scan network camera (1999); first Power-Over-Ethernet network camera (1999); first Live Digital Pan/Tilt/Zoom network camera (1999); first megapixel IP camera, Philips e-dome (2000); first HDTV images/Digital Image Cropping (2003); first multi-megapixel network cameras (2004); first on-camera Digital Image Authentication (2005); and first On-Camera Video Alarm Verification (2006)

Finally, you can expect this track record of innovation, best-in-class products and best-in-class service and support to continue for the years to come. IQeye, when you can't afford to miss a thing.



Pete DeAngelis, President & CEO