

ControlByNet Expands i-flashback Hosted Video Surveillance Solution to Support Panasonic IP Cameras

Atlanta - July 21, 2011 - ControlByNet, (CBN), a leader in cloud-based, hosted video security surveillance solutions, announced today support for certain Panasonic IP cameras for ControlByNet's i-flashback REMOTE, a hosted solution that provides web-based controls for video hosting providers to manage multiple servers, users and accounts. ControlByNet's addition of Panasonic IP camera support is in direct response to customer demand and recently allowed a large property management customer to avoid purchasing new cameras at one of its communities, providing immediate savings.

"While we like to assist with the architectural design of the surveillance installation to guarantee the highest quality, we also understand cost needs to be considered in the implementation which can sometimes mean keeping existing equipment," said Ryan Strange, CEO of ControlByNet. "We consider ourselves a valued partner with Axis Communications, but must respond to market needs and know that in order to continue to grow we can't be limited to one camera manufacturer."

ControlByNet's multi-site central authentication server (CAS) allows customers to have a securely hosted CAS, which not only authenticates users across all the hosted properties but connects directly with onsite managed servers for larger installations. It creates a true 'single sign-on' regardless of where the video is physically located. The user logs into a branded website and a customized link is presented with a list of authorized sites.

"Our CAS provides customers with an unmatched solution in the market. For multi-site customers ControlByNet's CAS is a huge benefit for simplicity of access, support and management," added Strange. "There's not another solution out there that can operate over the Internet in this regard."

As a cloud-based video surveillance solution, i-flashback requires efficient network cameras. ControlByNet carefully considers and tests products before supporting additional brands. ControlByNet is currently considering Sony and Bosch, among others, for testing for compatibility with its customers.

"It is very rewarding to have our software platform validated by actual customer field implementations and increasing recurring revenue" said Strange.

About ControlByNet (www.controlbynet.com)

ControlByNet provides the most advanced adaptable hosted and managed IP-based surveillance solution on the market. ControlByNet's advanced software is the cornerstone for the new security surveillance business model. By leveraging Software as a Service (SaaS), CBN's solution integrates seamlessly across its products creating limitless installation scenarios. The hierarchal nature of the software allows a single log-in with multiple levels of access from any (Internet) location which leverages existing enterprise resources. With years of development, their software solution is flexible, future-proof and designed to lead the industry. Product offerings include i-flashback LOCAL and REMOTE and ip-LookOUT, its guard monitoring application. While the i-flashback interface is as simple to use as a nanny cam, both

versions of the software are sophisticated enough to manage hundreds of remote cameras from a single browser; including Internet Explorer, Firefox or even an iPhone or iPad. ControlByNet currently uses AXIS and Panasonic for remotely hosted cameras but will expand to others as manufacturers provide IP cameras that are deemed highly efficient on the network. For more information, visit www.controlbynet.com.

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