

NEWS RELEASE

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AVENTURA TO LAUNCH NEW H.265 CAMERAS AT IFSEC INTERNATIONAL

Hauppauge, New York, June 3, 2015—Aventura Technologies, Inc., the industry leader in advanced security and safety management technology is bringing its expanded cutting edge line of H.265 cameras to Europe. The cameras include new super low-lux, wide dynamic range, and higher-megapixel cameras. The updated line will debut at the IFSEC International Expo in London on June 16-18.

Aventura was the first company to offer an H.265 camera and continues to innovate with the technology. H.265/HEVC (High Efficiency Video Codec) is widely seen as the successor to H.264 video compression, currently the industry standard. Aventura estimates their H.265/HEVC camera line is 30-50% more efficient than H.264.

“H.264 is now over a decade old,” says Michael Wangner, Director of Product Development for Aventura Technologies, “That’s an indication of just how superb it is as a technology. Nothing lasts ten years anymore, but H.264 did. The move to more cameras and higher megapixel cameras is really what’s driving the move to H.265. Bandwidth and storage are expensive commodities when staggering amounts of both are required, and H.265/HEVC cuts those expenses dramatically.”

The prospect of bringing H.265/HEVC compression technology to Europe and London in particular is viewed as important within Aventura. “London has many cameras. Those cameras need to be transmitted and stored. H.265 makes that more affordable than ever before, and leaves room for expansion,” Mr. Wangner adds.

Aventura’s video analytics products, including face recognition, license plate recognition, and video content analytics, will also be featured at the trade show. Admission to IFSEC International can be arranged through the IFSEC website or by contacting an Aventura sales representative.

About Aventura Technologies, Inc.

Organized more than a decade ago and headquartered in New York, with offices around the globe, Aventura is an industry leading designer, developer and manufacturer of “off-the-shelf” and custom-designed enterprise-level video hardware and software solutions for civilian and government.

Aventura’s offerings consist of hardware, software, solutions and services:

Hardware: DVR, NVR, VMS, Encoders, Decoders, Switchers, VideoWalls, IP/Analog/Thermal/Laser Cameras, Storage, Fiber and Transmission.

Software: DVR/NVR, CMS/PSIM/C2, Analytics, Communications, GIS/Mapping, Workflow, Mass Notification and Emergency Management.

Solutions: Enterprise-Class End-To-End Security/Communications Infrastructure Management System, Rapid Field Deployable Video Surveillance/Management System, Urban Surveillance Observation System, Long-Range Intelligent Hybrid Camera System, Integrated Onboard Vehicle Audio/Video System, Tactical Covert Video & Transmission.

Services: Advanced Security/Communications System Design, Architectural and Engineering, Strategic Planning and Risk Assessment, Program and Project Management, Audits and Assessments, Training and Installation Support and Life Cycle and Logistics Support

Aventura is an “*end-to-end*” solution provider and works with clients and channel partners from the design/consulting phase through implementation, integration and training.

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