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FOR IMMEDIATE RELEASE:

ETHERNET EXTENSION EXPERTS CREATES FIRST LONG-RANGE EXTENDER FOR POPULAR AXIS PTZ SECURITY CAMERAS

In Engineering a Solution to American Alarm Co's Need to Use Axis PTZ Cameras Beyond Ethernet's Range, E3 Unleashes These Cameras' Potential

LAS VEGAS, NV, February 16, 2011 --- Ethernet Extension Experts, after successfully engineering a long-range solution for American Alarm Co.'s use of Axis PTZ cameras to secure one of our nation's ports, announces the advent of the Enable-IT 865 PTZ Ethernet Extender. Being the world's first 4-pair PoE+ Ethernet extender, the Enable-IT 865 PTZ facilitates a major shift in the long-range capabilities of high-powered PTZ (Pan-Tilt-Zoom) ip security cameras, as it seamlessly sends video signals/data and power, all over a single cable, to/from a PTZ camera up to 2,500 feet away, with no need for "drops" (i.e. bridging) in between. As such, security integrators should now feel free to deploy high-powered PTZ cameras, like Axis's popular PTZ cameras, many times past Ethernet's distance limit without having to worry about the administrative hassle, time, and costs of deploying fiber or daisy-chaining multiple Ethernet bridges.

In its pursuit to secure the docks of one of America's premier ports, American Alarm Co. recently encountered the brick-wall of Ethernet's distance limit (328 feet) when trying to deploy one of Axis's very popular high-def PTZ security cameras over 500 feet away from any power or data source. To further complicate matters, Axis's PTZ cameras run solely on PoE power, which meant that fiber was out of the question. Moreover, the voltage these cameras demand is significantly higher than stationary IP cameras, because of their powerful pan-tilt-zoom capabilities. Time was running out, and American Alarm Co. needed a definitive answer to their needs, so they turned to the Ethernet Extension Experts.



"We were very happy to help develop what turns out to be an elegant solution to the long-distance needs of modern security integrators," said David Conners, Enable-IT's Director of Product Development. "Today's security integrators now demand high-def, high-power PTZ cameras like the Axis units, but, when it comes to these integrators' time, patience, or budget, they simply cannot afford to hassle with fiber, which can't even deliver power, or daisy-chaining a bunch of Ethernet bridges, where they'd need access to infrastructure for every drop. For just a few hundred bucks, we were able to come

up with a solution for American Alarm Co., which we now call the Enable-IT 865 PTZ, that lets integrators plug, play, and *go...* up to 2,500 feet away.”

"I think [Ethernet Extension Experts] are absolutely phenomenal. Kelly was extremely helpful. [Ethernet Extension Experts] came up with an elegant solution within my deadline," said Dennis Piaquadio Jr., American Alarm Co.'s Chief Security Engineer. "I'm thoroughly impressed with how these guys work."

The Enable-IT 865 PTZ Ethernet Extender Kit can be purchased at www.EthernetExtender.com. It retails for \$750 and includes two LRE units, two 10' ethernet patch cords, a 50W / 60V PoE+ power injector, a country-specific wall power adapter and installation manual. Quantity discounts are available and every purchase comes with free same-day shipping and a 45-day money-back guarantee.

Ethernet Extension Experts (Enable-IT) is a pioneer OEM manufacturer of cost cutting plug-and-play Ethernet Extension solutions for the hospitality, commercial office, and multi-unit (residential or commercial) marketplace. They offer a wide range of solutions to extend ethernet networks, for every data type imaginable, up to 20x beyond the stifling IEEE/Ethernet distance limit of just 328 feet (or 100 meters). Their seamless solutions do this over your own –often forgotten- traditional copper-pair (e.g. telephone) wiring, effectively saving you thousands in overhead and security measures.

For more info, visit: www.EthernetExtender.com or

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