

ASIS Q&A

A conversation with one up-and-comer and one long-established company in the security industry

WITH EXACQ TECHNOLOGIES

This year's ASIS show will be a first for Exacq Technologies, and it's looking forward to the opportunities the show has to offer. Based in Indianapolis, Exacq Technologies is made up of a group of digital video surveillance industry pioneers. Exacq Technologies is a manufacturer of hybrid, network digital video recording systems and OEM products for the security industry. We spoke with Dave Underwood, president of Exacq Technologies, to find out what this company is hoping to gain from ASIS 2006.

Q. Having just recently attended ISC West, what did you learn or observe from the experience as far as what attendees are looking for at these trade shows?

A. Well, there certainly were a lot of DVRs and NVRs at the show, and our booth was extremely busy, so I have to believe that attendees are looking for innovative, flexible and dependable digital video surveillance solutions. An important objective for Exacq at ISC West was to find the right dealers/integrators to represent the exacqVision system.

Q. You are attending ASIS next month. What are your expectations for this show? What are you looking to gain from the show?

A. Certainly, the ASIS show will bring us new leads and more exposure. With the introduction of our exacqVision network digital video recorder (NDVR) at ISC and the product roll-out that followed, we're looking forward to ASIS to keep the momentum going. Even before its release, there was already a lot of interest in exacqVision, and now we're seeing that translate into real sales and installations all over the world.

Q. What new products or news can attendees look forward to from Exacq at the

show? What do you have to offer that's different from what's already out there?

A. We will bring our latest version of the exacqVision NDVR. We built this system from the ground up to be a true hybrid system that treats traditional analog cameras and next-generation IP cameras in the same manner, seamlessly and from a single user interface. Since our systems are scalable, you have a virtually unlimited number of cameras available to you. Exacq is unique in that it designs and manufactures exacqVision NDVR, as well as the eDVR hardware compression engine that powers the system. This allows our company to be more responsive to the needs of security professionals.

Q. Is Exacq doing anything differently at ASIS that you didn't do at ISC West to attract more visitors to your booth?

A. With ISC West, we had only recently introduced the product, so we were doing everything in our power just to get to the show. We will head to ASIS with a solid product that's been on the market for nearly half a year. Plus, by this time, more people will have heard about us through our sales channel and marketing efforts.

Q. ASIS is one of the biggest security industry shows. Is Exacq poised to attend any other security shows? If so, which ones? If not, why?

A. We've found great success participating in several niche market shows geared towards financial/banking facilities, retail and law enforcement.

Dave Underwood is one of the co-founders of Exacq Technologies. He also currently serves as president of the company.

