



VIDEOPROTEIN

VIDEOPROTEIN® LAUNCHES HOSTED ASP WEB-BASED IP VIDEO SOLUTIONS FOR CONSUMER AND SMALL/MID-SIZE BUSINESS MARKETS

DELRAY BEACH, FL (September 1, 2005) - VideoProtein® will unveil at the upcoming 51st ASIS International 2005 Seminars & Exhibits, September 12-15 at the Orlando Convention Center Booth 5669, the much awaited Version 1.0 browser-based software module for remote IP camera access, navigation and content management ASP Hosted solutions for the Consumer and Small Business markets.

The Tipping Point in Hosted Solutions for Consumer/Small Business

What differentiates VideoProtein® from the typical security or CCTV bound systems is the ease of set up, ability to access from multiple remote locations with a single secure login using any standard browser, and supports virtually all IP camera models. No special hardware, or client software, it's simple as 1-2-3, just a broadband connection, an IP video camera, and any standard Internet browser enables multiple users to remotely access, control, and manage multiple IP cameras over any LAN or WAN network.

Big Solutions for Small Business

“An on-going issue with the bigger players in the security arena is they have not been able to get their arms around those small businesses which may only have 3-4 locations,” commented Anthony Pugliese, IV, VideoProtein's President. "Our hosted ASP model has their attention for many reasons, but certainly the ease of set up, low cost of entry and "Best of Breed" Tools; Single Sign-on Access control, Permissions/Content Management, unlimited Coordinates (presets) / Macros, and flexibility of cross platform with Windows/Linux provide a simple solution for many franchise owners who complain, “my best sales are where I am that day.”” There are an estimated 25.5 million small businesses in America that employ more than half of the country's private workforce according to the SBA.

Consumer's Hosted Solution - plays to the growing broadband market

Consumer's hosted ASP solution provides a simple no hassle solution to create a do-it-yourself home monitoring system, and the peace of mind that comes from knowing that family and home are secure. The system leverages consumers' existing broadband connections to provide the ability to remotely monitor a variety of activities at different remote locations. "Besides the video validation aspect, the ability to check in on the babysitter or gardener or share with loved ones thousands of miles away, the baby's first birthday party "live" is just a few of the benefits we feel will appeal to the consumer", said Anthony Pugliese, IV, VideoProtein's President. According to Parks Associates, 58% of all US Internet Households rate Remote Monitoring Capability as extremely useful.

VideoProtein's web-based remote IP video camera and content management platform leverages existing IP network Infrastructure and facilitates simplified integration with Access Control, POS, CRM, Biometrics, RFID by taking advantage of VideoProtein's XML interfaces.



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Applications: Include, but are not limited to: Surveillance, Security, Central Monitoring Station, Retail, Compliance Merchandising, Contact Centers - Sales/Support, IP Video Teleconferencing, E-commerce, the emerging Video-commerce, Enterprise and Hosted Residential/Small Business Services.

About VideoProtein

VideoProtein is the market leader in browser based IP Video Camera Management Software. VideoProtein was built with Java to run on Linux (RedHat), Sun (Solaris), Mac or Windows, and will support any IP video device.

VideoProtein users can access IP video cameras from multiple remote locations using any standard Internet browser with no client software required. Video can be monitored live or recorded to the network for digital archives or instant play back. The only on-site requirement is an IP video camera and a broadband Internet connection. For more information, visit www.videoprotein.com.