



Bosch to Present Interactive Booth Experience at ISC West 2009

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Competitions, hands-on demos and educational sessions planned

Fairport, N.Y. – Bosch Security Systems, Inc., a full-line manufacturer of high-quality security solutions, announced today its plans to create the ultimate Bosch experience at ISC West 2009. At booth 18011, ISC West attendees can participate in a number of activities: challenging Bosch’s undefeated Intelligent Video Analysis technology, partaking in interactive product demos, and attending educational presentations on the latest security technologies.

At Bosch’s main event, IVA vs. You, attendees can attempt to reach the booth’s football field end zone without being detected by the video content analysis technology monitoring the scene. Bosch cameras featuring embedded Intelligent Video Analysis (IVA) will issue an alarm to the person monitoring the area when a challenger is detected on the field – keeping the end zone secure. This event gives attendees the opportunity to understand behaviors the advanced technology can identify.

Multiple interactive stations throughout the booth will showcase devices for improving facility security. At the Bosch Conversion Center, the company will demonstrate how to maximize security investments by converting from traditional analog technology to the latest in IP connectivity. Bosch’s “dark room” will reveal how cameras can overcome night-time conditions to deliver crisp, clear images for reliable 24/7 surveillance. Other locations will explain how licence plate capture and recognition help to create a reliable vehicle access control solution, as well as how tough cameras can withstand severe temperatures, dust, water, and hazardous environments.

During daily educational sessions, Bosch experts will also provide technology overviews on using Intelligent Video Analysis to aid in forensic search, choosing between direct-to-iSCSI recording technology and network video

recorders, and how infrared illumination ensures optimized performance of IP video systems. Additional session topics will focus on the advantages of license plate capture cameras over megapixel cameras, the integration of video with access control for enhanced security, and the benefits of sensor data fusion to intrusion detection.

To become immersed in the ultimate Bosch experience at ISC West, register for the conference and exposition at

<http://www.boschsecurity.us/en-us/AboutUs/TradeShows/>.

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About Bosch Security Systems, Inc.

Bosch Security Systems, Inc., a division of the Bosch Group, develops and markets a broad range of products and systems for security, video surveillance, life safety, personnel and asset tracking applications, as well as for communication and professional audio installations. Worldwide, Bosch Security Systems employs nearly 10,800 associates and reported sales of \$2 billion in fiscal 2007. For more information, visit www.boschsecurity.us or call (800) 289-0096.

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 282,000 associates generated sales of roughly 45 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than three billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs approximately 25,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$9.5 billion in fiscal 2007. For more information on the company, visit www.boschusa.com.