GEViCAM
A GigE Vision Camera Company

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<u>FOR IMMEDIATE RELEASE</u>

GEViCAM Announces GigE Vision Camera Product Launch

Toshi Hori, an expert and visionary in the machine vision industry, forms new camera company that takes full advantage of the Gigabit Ethernet Technology.

Sunnyvale, CA – March 19, 2007 – GEViCAM, a start-up dedicated to providing GigE imaging solutions, today announced the launch of its first GigE camera product line.

Designed around a solid platform, the GP-series (GP-3360, GP-2360, GP-3780, GP-21400, GP-151400, etc.) will be the first lineup of cameras to be offered by GEViCAM. In addition, GEViCAM incorporates Pleora's unmatched GigE technology and SDK, enabling OEMs and end users to develop powerful, competitive applications.

Features unique to GEViCAM GigE Vision cameras include:

- **Miniature size -** Smallest GigE CCD camera on the market (34 x 34 x 68 mm). Four-way mounting.
- **Low noise (total camera S/N ratio: typical 60 dB) -** Superior dynamic range and image quality.
- **Data output -** 12-bit, 10-bit, or 8-bit selectable digital output.
- **Industrial RJ-45 connector -** Secure connection and higher reliability over standard RJ-45 connectors which can result in failure over repetitive shock and vibration.
- **DC and Video Auto Iris –** Dedicated circuit to drive either format lenses.
- **RS-485/CAN –** Control PROFIBUS, ITS signals, surveillance pan and tilt, etc.
- **Audio input/output –** Built-in Audio CODEC to handle digital audio via Ethernet.
- **Temperature sensor –** Monitor internal temperature conditions.
- **Field upgradeable firmware via Ethernet –** Upgrade new functions and updates remotely.

"With GigE technology, cameras are no longer just a component, but a solution." said Toshi Hori, President of GEViCAM. "GEViCAM products can act as a local server to control various peripherals. Additionally, the powerful SDK can handle endless functions important to OEMs and end users."

Toshi Hori brings to GEViCAM over 25 years of experience in camera design including the basic progressive scan camera patent in 1994. Today, progressive scan cameras are a standard in the machine vision industry. Starting with the GP-series product line, the company strategy is to build an environment where it can bring new, ingenious ideas and solutions to the market.

About Pleora Technologies
Pleora Technologies is the world's leading supplier of Gigabit Ethernet (GigE) imaging solutions. Pleora's iPORT™ and eBUS™ products stream imaging data over low-cost GigE connections with very high performance, while at the same time giving vision systems long-distance reach, scaleable processing, flexible networking, and unmatched ease of use. Pleora is headquartered in Ottawa, Canada.

About GEViCAM Incorporated
Founded in the Silicon Valley, GEViCAM is a camera manufacturer focused on the next generation of Gigabit Ethernet imaging solutions. GEViCAM strives to set high standards in designing quality GigE Vision and GenICam compliant, CCD and CMOS based digital cameras for use in Military, Homeland Security, Industrial, Medical and Scientific markets. GEViCAM's goal is to provide outstanding quality,

value, service and satisfaction to all OEM partners and end users. For more information, visit www.gevicam.com.

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