

# ***NEWS RELEASE***

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**Aventura Technologies to Showcase H.265 HEVC  
HD Network Security Cameras and Hybrid DVR/NVR  
at ASIS International 59<sup>th</sup> Annual Seminar & Exhibits  
in Chicago, IL., September 24 – 27, 2013**

**Hauppauge, New York, August 21, 2013**—**Aventura Technologies, Inc.**, an industry leader in advanced security and video management technology announced it will be showcasing the first H.265 HEVC (High Efficiency Video Coding) solutions at the ASIS International Annual Seminar and Exhibits at McCormick Place in Chicago. Aventura's all new H.265 high-definition and high efficiency network security cameras and recorders represent the next generation of security technology.

On April 13, 2013, H.265 HEVC was approved as a standard for video compression developed by the ISO and ITU-T. This next generation video coding reduces, by up to 50%, the data required for high quality video coding as compared to its predecessor, H.264. Significant development activities are also leading the way for an H.265 generation of enhanced video formats, scalable coding and 3D video extensions.

The leading video coding standard prior to the HEVC project was H.264/MPEG-4, which was initially developed in 1999 (with advancements through 2009) became the de facto standard for digital video for HDTV, consumer electronics, IP security cameras and digital video recorders. H.264/MPEG-4 was the first complex codec with significant advancements over H.262/MPEG-2, MJPEG, JPEG2000 and other legacy video codecs which since have largely been displaced.

Jack Cabasso, Managing Director of Aventura Technologies, Inc. said, "While H.264/MPEG-4 was groundbreaking, its limits have been stressed. Diversification requiring video beyond high-definition, simple capture and display and the need to transmit to more efficiently to mobile devices remained a challenge. No industry vertical could benefit more from the advantages of HEVC than security due to the demand for:

- IP cameras surpassing the 20 megapixel mark
- Multi-sensor high definition cameras
- Multi-viewing and multicasting capabilities, and
- Simultaneous display and record of multiple images."

“In 2003 Aventura was the first to release H.264 to the security industry, years before the competition acknowledged its benefits. We now believe that H.265 is just as special and addresses the challenges that face owners, integrators and manufacturers alike.”

Mr. Cabasso further explained, “The obvious value of HEVC, at the most basic level is the ability to provide equivalent video quality to H.264 with half the requirements for bandwidth and storage or double the quality with the same bitrate. It also has the ability to provide higher definition video, up to 35 megapixels, and brings improvements in noise levels, color spaces and, most importantly for surveillance, an enhanced dynamic range.”

“Aventura is offering a host of solutions, which utilize the H.265 standard in conjunction with its state-of-the-art, Adaptive Imaging Technology to provide the next generation of video management. Adaptive Imaging comes in the form of:

- Scene Content Management
- Multi-Stream Scalable Coding
- 3D Digital Noise Reduction
- Enhanced Wide Dynamic Range, and
- Adaptive Infrared Illumination.”

Mr. Cabasso concluded, “At ASIS we will demonstrate the benefits of H.265 HEVC, because 'seeing is believing'. Aventura H.265 will remain agnostic. All our products, IP cameras and DVR/NVR solutions, continue to be ONVIF and PSIA compliant. Most importantly, Aventura remains a **License-Free** solution.”

#### **About Aventura Technologies, Inc.**

New York based Aventura Technologies, Inc. is an industry leading designer, developer and manufacturer of “off-the-shelf” and custom-designed enterprise-level security and safety hardware and software solutions for civilian and government since 1999.

Aventura’s offerings consist of hardware, software, solutions and services:

**Hardware:** DVR, NVR, VMS, Encoders, Decoders, Switchers, VideoWalls, IP/Analog/Thermal/Laser Cameras, Storage, Fiber and Tactical –

**Software:** DVR/NVR, CMS/PSIM/C2, Analytics, Communications, GIS/Mapping, Workflow, Mass Notification and Emergency Management.

**Professional Services:** Advanced Security/Communications System Design, Architectural and Engineering, Strategic Planning and Risk Assessment, Program and Project Management, Audits and Assessments, Training and Installation Support and Life Cycle and Logistics Support.

First and foremost Aventura is an “end-to-end” solution provider and works with clients and channel partners from the design/consulting phase through implementation, integration and training.

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