



Contact: Beth Blake  
203.840.5451

[bblake@reedexpo.com](mailto:bblake@reedexpo.com)

**FOR IMMEDIATE RELEASE**

## **ISC WEST DAY 2 FILLED WITH BUSINESS GETTING DONE**

### **Technological Advancements, Innovations and Partnerships/Acquisitions Announced**

(LAS VEGAS, NV April 7) - - -The second day of ISC began with the annual Security 5K Race where close to 400 runners pushed to the finish line and raised over \$80,000 for Mission 500, a non-profit organization dedicated to serving the needs of children and communities in crisis.

The sold-out exhibition floor was jamming with packed aisles, informative demos, and numerous opportunities to discuss business challenges with manufacturers' technical and engineering experts and for security professionals to share challenges and future needs.

Today was the last day of the ISC Premier Education Series<sup>SM</sup> where case studies, managed services, PSIM, video analytics, Biometric technology, Personal Emergency Response Systems (PERS) and mass notification topics were explored by industry experts and panels. The ISC Signature Series featured Physical Security in the Connected World, a look at how global trends such as urbanization, combined with technology will impact the global physical security marketplace; The Woman's Handbook to Professional Success in the Security Industry, which offered a panel of leading female executives sharing best practices and ideas for advancement; and Future Trends in North American Security: A Research-based Perspective, presented by IMS Research.

Tomorrow, ISC West will begin with a Security Cloud Computing panel, a discussion on how physical security applications reduce costs and create value by leveraging the cloud. The discussion also includes a special networking and an invitation to visit Brivo's exhibit focused on Cloud Solutions. The week wraps up with SIA Ride for Education, a fun and scenic motorcycle - or sports car - ride outside Las Vegas through the breathtaking Valley of Fire, Hoover Dam and other sites. The ride benefits SIA's First Responders Educational Scholarship, which awards funds to volunteer or publicly-paid first responders who are taking security and life safety-related courses.

With so much ground to cover, ISC West has made the show floor layout easier to navigate with a series of tools that include "My Show Planner" kiosks in various locations on the show floor and ISC West Mobile for smart phones. ISC West Mobile features educational sessions, special events, show floor locations and an online exhibitor directory and interactive map and can be downloaded from the app store for iPhones and by going here [www.iscwestmobile.com](http://www.iscwestmobile.com) for BlackBerries and Droids.

For more information about ISC West; visit [www.iscwest.com](http://www.iscwest.com)

**ISC West:**

*ISC West is the security industry's premier launching pad for new products, solutions and technologies in the U.S. Each year, ISC West hosts over 900 international and domestic security product manufacturer companies and over 23,000 security professionals in Las Vegas.*

*Currently, ISC West is completely sold out with sales projections pacing towards a 10% growth in show floor space making ISC West the largest exhibition hall in the US for security. This year's ISC West Premier Education Series<sup>SM</sup> will provide the latest insights and applications for security professionals involved in every segment of the industry. Designed by the ISC Educational Advisory Board in collaboration with the Security Industry Association (SIA), ISC Premier Education Series<sup>SM</sup> is the security industry's broadest offering of education, developed by the industry, designed to take today's security professional to the next level.*

*ISC West Exhibition will take place on April 6-8, 2011 at the Sands Expo & Convention Center, Las Vegas, NV with the ISC Premier Education Series<sup>SM</sup> beginning on April 5-7, 2011.*

*ISC Premier Education Series<sup>SM</sup> is the security industry's broadest offering of education, developed by the industry, designed to take today's security professional to the next level.*

#### **The Security Industry Association (SIA)**

SIA is a nonprofit international trade association that represents more than 350 electronic physical security product manufacturers, specifiers, integrators and service providers.

# # #