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FOR IMMEDIATE RELEASE

ISC WEST 95% SOLD OUT

ALL INDICATIONS LEADING TO 10% GROWTH

(Norwalk, CT, January 20, 2011) – ISC West, the security industry's premier launching pad for new products, solutions and technologies, is 95% sold out. Additionally, with over 900 international and domestic companies committed to taking space, sales projections are pacing towards a 10% growth in show floor space making ISC West the largest exhibition hall in the US for security. ISC West takes place, April 6-8, 2011 at the Sands Expo & Convention Center, Las Vegas, NV.

Major security manufacturers such as ADI, ADT, AMAG Technologies, Assa Abloy, Axis Communications, Bosch Security Systems, Cooper Notification, Dedicated Micros, Gallagher Security, GVI Security, HID Global, Hirsch Electronics, Honeywell Security, Ingersoll-Rand, L-3 Communications, Linear, NAPCO, Panasonic, Pelco by Schneider Electric, Samsung Techwin Americas, Scan Source, Sony Electronics, Tyco, Tri-Ed/Northern Video, UTC Fire & Security are among the market leaders participating.

"With the buoyancy of the economy, many manufacturers are looking to gain market share by investing in market-leading events such as ISC West," said Ed Nichols, VP, Strategic Accounts, ISC. "ISC West offers the international security marketplace with the first look at the latest products, technologies, and solutions available in the distribution channel, plus a robust conference program enabling security professionals to gain additional credits towards certification."

"This growth is a result of the resilience and innovation of members of the security industry in weathering a couple of tough economic years, and the hard work of everybody involved in putting on ISC West," said Richard Chace, CEO of the Security Industry Association, the sole sponsor of ISC West. "Business is on the upswing again, and we are looking forward to having a fantastic show in April."

This year's ISC West Premier Education Series will provide the latest insights and applications for security professionals involved in every segment of the industry. Designed by the ISC Education Advisory Board in collaboration with the Security Industry Association (SIA), ISC Premier Education Series 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 topics have been created to support the education needs of security professionals from all segments of the industry: visionary manufacturers, end users (including law enforcement and campus security) and integrators. Topics include cloud computing and IT security, as well as offering a wealth of sessions for every security professional. The full conference program will be available online at the end of January.

Nearly 95 percent of ISC West attendees attend the event to preview new products, technologies and solutions, according to ISC West post-show research from the 2009 event. Twenty-three percent of attendees have over a $1M budget for security for their company, institution or governmental organization.

For more information: www.iscwest.com

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About 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 95% 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 will provide the latest insights and applications for security professionals involved in every segment of the industry. Designed by the ISC Education Advisory Board in collaboration with the Security Industry Association (SIA), ISC Premier Education Series 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 beginning on April 5-7, 2011.

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.

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