

FOR IMMEDIATE RELEASE

## **ISC West Harnesses the Rapid Change in Security**

### ***New Product Categories, Largest SIA New Product Showcase Display, New Educational Features & Cutting-Edge Technologies***

(NORWALK, CT March 16) - - Only three weeks remain until the largest US security exhibition, ISC West, the industry's premier launching pad for new products, solutions and technologies. ISC West offers security professionals the unique opportunity to discover products from virtually every physical security product category. Over 900 international and domestic companies – including over 150 companies that have never exhibited before – will showcase new technologies and applications that enable security professionals to identify and manage risk in their organizations. The ISC West exhibition takes place **April 6-8, 2011**, and the ISC Premier Education Series<sup>SM</sup> is scheduled for **April 5 – 7, 2011**. Both will be at the Sands Expo & Convention Center in Las Vegas, NV.

ISC West will feature thousands of the latest products and technologies, including a wide assortment of biometric technologies, IP video, access control, biological detection, alarms & monitoring, fire control, remote monitoring, systems integration, wireless applications, and an area dedicated to Public Security & Safety that will be of particular interest to governments, municipalities, campus and education, health care and industrial facilities.

The Security Industry Association (SIA) New Product Showcase (NPS) offers an expanded list of product categories and the largest display area ever. For the buying community – dealers, consultants, specifiers, integrators and security professionals (corporate or government) – the NPS is a trusted and valued source for information on the latest products and technologies available. Now in its 33rd year, the NPS was established to recognize innovative products, services and solutions in electronic physical security. The NPS awards Best New Product and Judges' Choice honors and recognizes winners in various product and service categories. The NPS awards presentation will be held Wednesday, April 6, 2011, at 3:30pm in the SIA booth (#10074).

New in 2011, ISC West offers the ISC Premier Education Series<sup>SM</sup>, a robust offering of education and training sessions with a revamped curriculum developed in partnership with the industry through the ISC Education Advisory Board. The Board comprises security professionals from all segments of the industry: visionary manufacturers, end-users (including law enforcement and campus security), integrators and education experts including SIA. ISC Premier Education Series<sup>SM</sup> identifies trends that are transforming the security distribution channel. The Security Executive Forum offers a full day of targeted sessions designed to identify and manage potential security risks. The new Technology Panel Day helps participants identify ideas and insights for security professionals. A panel of experts will debate the latest issues, opportunities and challenges that are associated with today's newest technologies.

"Even if you're an ISC West regular, you're going to see exciting new things at this year's show," SIA CEO Richard Chace said. "And if you've never been, this is the year to start. There is just no better place to find new products, high-quality training sessions and great networking opportunities."

"If you need any additional reasons to attend ISC West this year," said Ed Nichols, Industry Vice President, ISC Events, "it's the opportunity to learn about tomorrow's products . . . today. For security professionals, attending fulfills a critical need to stay on top of security trends so they can make the most of the speed with which security technology changes. Missing this opportunity to

view the single largest presentation of today's cutting-edge technologies could mean the difference between a promotion and losing your job. For dealers and integrators, not attending ISC West could mean the difference between business and bankruptcy. It's really that simple."

For more information and to register, 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 manufacturers and over 23,000 security professionals in Las Vegas.*

*Currently, ISC West is 97% sold out with sales projections pacing toward 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 Education Advisory Board in collaboration with the Security Industry Association (SIA), the ISC Premier Education Series<sup>SM</sup> is the security industry's broadest offering of education developed by the industry and is designed to take today's security professional to the next level.*

*The ISC West exhibition will take place on April 6-8, 2011, at the Sands Expo & Convention Center in Las Vegas, NV, and the ISC Premier Education Series<sup>SM</sup> is scheduled for April 5-7, 2011.*

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

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

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