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FOR IMMEDIATE RELEASE

ISC WEST GOES MOBILE

Interactive Event Guide, Right On Your Phone, Now Available to Enhance the Show Experience

(NORWALK, CT March 30) - - - ISC West announces the debut of a new ISC West mobile application designed to enhance the ISC West Show experience, April 6-8, 2011, in Las Vegas. ISC West Mobile provides access to customizable, interactive ISC West show information from any web-enabled mobile device and is sponsored by Anixter.

“ISC West Mobile offers many benefits to attendees and exhibitors alike,” said Ed Nichols, Vice President, ISC Events. “With hand-held mobile devices so ubiquitous, having the ISC West event in the palm of your hand is quite powerful for security professionals and enables them to take advantage of show features in a planned and organized way.”

ISC West Mobile provides the following benefits:

- Searchable exhibitor, product, conference and event content
- Browsing by product category and sub-category
- Note-taking capabilities
- Contact exhibitors directly through the application
- Ability to bookmark exhibitors and Conference sessions
- Find your favorite speakers and read their Conference session descriptions
- Interactive map with point-to-point routing so you can easily find exhibitors
- Build a personal ISC West agenda to maximize time and efficiency
- Exclusive ISC West alerts about new products, technologies and special events

ISC West mobile is available for iPhones, Droids and Blackberries. It can be downloaded from the App Store for iPhones and by visiting www.iscwestmobile.com for other devices.

Anixter will be conducting “The Amazing Anixter Race” at ISC West using ISC West Mobile, with more than \$10,000 in prizes available.

Additionally, the Security Industry Association (SIA), the sole sponsor of ISC West, will be launching its own iPhone application at the show. The SIA app will include content about SIA and its role in the industry, the benefits of SIA membership; industry news and events and security-

related photos and videos. It will also contain at-a-glance exhibitor and conference information with a link to ISC West Mobile for users who want more in-depth coverage of the show.

“I am so impressed by these two apps,” SIA CEO Richard Chace said. “ISC West Mobile offers amazing functionality to show attendees, and the SIA app provides a wealth of information about the association and the industry – including a daily security news update. These tools can actually help security professionals to become more informed, efficient and productive.”

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