

**BriefCam Video Synopsis product named a
“Top 30 Technology Innovation” by Security Sales & Integration**
*BriefCam VS Forensics meets the need to rapidly review the countless hours of
video demanded by post-event investigation - without missing a single event*



Image: BriefCam logo



Image: BriefCam VS Forensics



Pictured left: Original CCTV footage. Right: Synopsized version of 24 hours of activity.

Neve Ilan, Israel, January 6, 2010 – BriefCam, Ltd. (www.briefcam.com), developer and provider of Video Synopsis systems for rapid reviewing, analyzing and indexing of surveillance camera content, is kicking off the new year with news that BriefCam VS Forensics has been named one of the Top 30 Technology Innovations for 2009 by Security Sales & Integration (SSI) magazine, “the security industry’s #1 technology and business authority since 1979.”

"My first response was, 'Wow!'" wrote SSI's Steve Payne. "The company's technology is fascinating to see in action, and a little hard to explain. It compresses video down so you can literally see all the events of a 24-hour period in a matter of seconds, all at the same time. They call it 'synopsizing.'"

BriefCam's Video Synopsis (VS) technology lets users browse hours in minutes by providing a very short video representation of a long time period while preserving all the essential activities of the original video.

BriefCam VS Forensics is an essential tool for any investigator or investigative unit, meeting the unmet global need to review countless hours of video generated each day by CCTV cameras, research and identify incidents rapidly, and take necessary action.

“We are delighted that SSI has recognized VS Forensics as one of the Top 30 Technology Innovations for 2009,” said Gideon Ben-Zvi, President, Chairman and Co-founder of BriefCam.

“We launched VS Forensics to meet a need expressed by customers of our VS Online product,” said Ben-Zvi. “Over and over again, investigators told us about having to wade through countless hours of surveillance footage searching for evidence. We are therefore extremely excited about being able to bring the power of Video Synopsis technology to post-event investigators and investigative units, who have no time to waste and truly need to ‘browse hours in minutes’. SSI’s endorsement of VS Forensics is an honor and marks another step towards fulfilling BriefCam’s vision of making total video review a basic part of the daily security routine.”

Synopsizing replaces the current ‘fast forward’ reviewing method, reducing the amount of time and personnel it takes to review video, and resulting in lower storage and manpower costs.

BriefCam VS Forensics is a stand-alone product that does not require integration with a DVR/NVR, and can summarize up to four (4) AVI files simultaneously. The software is easy to install and can be used out-of-the-box, with no training necessary. VS Forensics imports and processes video from the systems commonly used by law enforcement, government agencies, residential and educational facilities, municipalities and loss prevention organizations.

About BriefCam

BriefCam, Ltd. is the developer and provider of Video Synopsis solutions for CCTV surveillance systems. BriefCam's Video Synopsis (VS) technology summarizes hours of events into a "brief" that takes just minutes to watch – with an index to the original source video – whether real-time feed online or archival footage offline. BriefCam products interface seamlessly with existing video surveillance and analytic solutions, a wide range of DVR / NVR devices, advanced IP cameras; and complement existing video surveillance and analytics solutions for municipalities, transportation centers, border control, banks, office building management, retailers and others. Technology partners include: Axis Communication, DVTel, Genetec, Magal-Senstar, Milestone Systems, NICE Systems, On-Net Surveillance Systems (OnSSI), Panasonic, Pelco, Sony, Verint and Vicon. Founded in December 2007, BriefCam, Ltd. is headquartered in Neve Ilan, Israel with sales offices in the US. For more information: www.briefcam.com.

Contact:

Rachel Neiman
Director of Marketing Communications and PR
BriefCam Ltd. - www.briefcam.com
Email: rachel@briefcam.com
Cel: +972 54 215 2653