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CONTACT: Amie Cangelosi
203-840-5322

New Product Showcase to be Held at ISC East 2009
Innovation to be brought to the forefront this October

The ISC Events and the Security Industry Association (SIA) announce the introduction of a New Product Showcase at ISC East, October 28-29, 2009, at the Jacob Javits Convention Center in New York City. The showcase will include a physical display area of new products as well as a demonstration theater, bringing innovation to the forefront for the Northeast security market.

“ISC East research indicates that 95 percent of our attendees come to the show specifically to see new products and services. Further, 60 percent of attendees don’t go to any other major security events,” said Ed Nichols, vice president of the ISC Events, “The New Product Showcase at ISC East will be the opportunity for these buyers to experience what’s new in the industry and to see it all in one place.”

The SIA New Product Showcase (NPS), now celebrating its 30th anniversary, is the security industry’s premier program for recognizing outstanding innovations in the design of electronic security products, systems and services. As an extension of the program traditionally held at ISC West, the ISC East New Product Showcase will play host to many of the products judged at ISC West to be among the most impressive new devices in the industry. The ISC East program also opens the door for additional manufacturers to display their new products, providing easy and efficient access to the latest technology in the market.

“By showcasing the most innovative new security solutions, NPS provides a one-stop shop for buyers and influencers looking for the latest in product innovation,” said Richard Chace, executive director and CEO of SIA. “It also provides valuable exposure for exhibitors’ new products and services. We’re pleased to bring the program to ISC East in 2009.”

Entry into the New Product Showcase is open to all security manufacturers and is complimentary for all ISC East exhibitors and ISC West 2009 NPS participants. For more information, contact Ned Frey at (203) 840-5931 or nfrey@reedexpo.com. For more information on attending ISC East, visit www.isceast.com.

About the ISC Events

ISC East is the premier event for Northeast security professionals providing innovations and solutions. It is part of the ISC portfolio of events including ISC West, March 24-26, 2010, in Las Vegas and ISC Brasil, April 14-16, 2010, in Sao Paulo. Reed Exhibitions, producers of these events, is the world's largest organizer of business-to-business events. Each year, Reed plans and executes over 460 events worldwide. For information on attending or exhibiting at any of the ISC events, visit www.iscwest.com, www.isceast.com or www.isc365.com.

About SIA

The Security Industry Association (www.siaonline.org) is the leading trade group for businesses in the electronic and physical security market. SIA protects and advances its members' interests by advocating pro-industry policies and legislation on Capitol Hill and throughout the 50 states; producing cutting-edge global market research; creating open industry standards that enable integration; advancing industry professionalism through education and training; opening global market opportunities; and providing sole sponsorship of the ISC Events, the world's largest security trade shows and conferences.

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