

## Press Release

### **Mobotix to expect further outstanding growth**

Kaiserslautern, June 17, 2008. In a market segment where analog technology is quickly being replaced by IP video systems, Mobotix, a leading international manufacturer of digital, high-resolution and network-based video security systems, has far better growth prospects than most of its competitors since Mobotix decided not to offer any standard IP cameras, but to focus exclusively on high-resolution, complete systems. In the decentralised system structure established years ago by Mobotix, the intelligence resides in the cameras themselves and not on a central PC. This enables Mobotix video systems to work with fewer cameras and system components, making them considerably more cost-effective than analog systems. For example: one single Mobotix camera can monitor an entire gas station with four lanes, recording the video for a full day in the camera itself. The complete system, including the camera and integrated software, recording and weatherproofing, costs less than € 1,000 – significantly undercutting the price of an analog system.

The analog technology is restricted to just 0.4 megapixels for live images and usually 0.1 megapixels for recorded images – a tiny 1/30th of the resolution offered by the latest Mobotix models. With these resolution rates, analog systems require one camera for each gas station lane, as well as a PC with expensive software for recording of the images. The vast majority of IP camera manufacturers use the same image size and also the same centralised system structure as analog systems. Therefore, common IP technology therefore fails to reduce the number of cameras and still requires a central PC with software, offering the user few advantages over a conventional analog solution. This is why these kinds of centralised IP systems are unlikely to replace analog systems on a large scale. Only Mobotix' decentralised

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concept is what makes high-resolution video monitoring profitable in the first place.

If legislators in individual countries were to succeed in their efforts to enforce a minimum image resolution above the 0.4 megapixel limit of analog systems, the entire conventional CCTV industry – including the cameras, recording technology and software – would be eliminated from the market. The same applies to IP manufacturers whose products are based on the same image and system structures as analog systems. The high-resolution systems from Mobotix, on the other hand, which have been recording the highest image quality in the megapixel range for years now, are not subject to such limitations. For this reason, Mobotix expects further growth in excess of 40 per cent.

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## **Mobotix AG in profile:**

Mobotix AG is a leading system provider of digital high-resolution, network-based video security system technology. Network cameras allow the transport of video and audio data via digital computer networks rather than via coaxial cable like the conventional analog cameras. Digital transfer also makes it possible to overcome the limit of 0.1 megapixels on image resolution from analog cameras resulting from the use of the television standard and move it into the megapixel range.

One of the major technical innovations of Mobotix is to shift intelligence from the central control unit where it is usually held in video security systems to the

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camera itself by integrating software for image creation, image analysis, event control as well as recording management. It is only this decentralised system architecture that makes megapixel technology possible and profitable. Mobotix is currently the only company offering network camera systems with this kind of software-based, decentralised system architecture. In addition to the network camera, Mobotix offers a complete video management software solution for video surveillance systems.

Over 120,000 Mobotix cameras are currently in operation throughout the globe. Areas of application for the cameras range from individual users in the private sector to applications in the public sector to complex applications in major enterprises operating worldwide.

## **Strategic market position and growth of the network video camera market**

Mobotix AG sales have grown at an average annual growth rate of around 40 percent to EUR 23.6 million in the last three fiscal years. The increase in sales in the last 2006/07 fiscal year totaled 47.3 percent. The EBIT margin has increased in the last three fiscal years from 11 percent to its most recent level of around 17.6 percent (corresponding to EBIT of EUR 4.2 million). According to a study by IMS Research, Mobotix consequently holds the fourth largest market share of network camera manufacturers worldwide. In the EMEA region, Mobotix comes in second place. MOBOTIX has been producing solely megapixel cameras for years and ranks as a global market leader in high-resolution systems with a market share of over 60%.

## **Important notification:**

This notification contains statements that are based on assumptions and estimates of Mobotix AG. Even though the management considers these assumptions and estimates to be true and accurate, the future actual development and the actual results may deviate from these assumptions and estimates for various reasons. Among those reasons are changes of the overall economic situation, foreign exchange rates, interest rates as well as changes in the market trends or the competitive environment. Mobotix AG does not assume any liability for deviations of the future development and actual results from the assumptions and estimates as contained in this ad hoc announcement / press release.