



SightLogix' Expansion to be Spotlighted by Einstein's Alley

Political and Business Leaders Join in Recognition of SightLogix Success

Princeton, NJ – March 5, 2009 – SightLogix, Inc., maker of [automated outdoor surveillance](#) products for high-value/high-consequence infrastructure protection, will be spotlighted by New Jersey's Einstein's Alley as a "Success Story in Tough Times." Recognizing the company's recent achievements, Einstein's Alley will hold an event with elected officials and business leaders at the company's Princeton, NJ headquarters on Monday, March 9th at 9:00 AM.

SightLogix, a world-class innovator of [critical infrastructure protection](#) solutions, is located in the heart of Einstein's Alley, Central New Jersey's center of high-tech research and development. SightLogix combines the expertise and innovative spirit fostered by NJ-based entrepreneurs and engineers, bringing with them knowledge and experience from AT&T Bell Labs, IBM, Intel, and Sarnoff Corporation, augmented by financial support from the New Jersey Economic Development Authority (EDA) and private investors.

In making the announcement, the co-executive directors of Einstein's Alley, Lou Wagman & Katherine Kish, stated: "It's with great pride that Einstein's Alley spotlights SightLogix, a company that has recognized the unique integral components of skilled employees, state support, and university collaboration that comes together in this high-tech region."

"Companies built on technological innovation form the foundation of our nation's economic strength and future prosperity," said New Jersey Representative Rush Holt (D-NJ), who serves on the House Permanent Select Committee on Intelligence and is the Chairman of the Select Intelligence Oversight Panel. "SightLogix is a good example of how an Einstein's Alley company, in partnership with government, has prospered with innovations to protect our nation's critical infrastructure. I congratulate SightLogix for their success."

"Facilitating the growth of technology companies is an important part of working toward creating a more vibrant state economy, and SightLogix' success, particularly during these challenging economic times, is great news for New Jersey," said EDA Chief Executive Office Caren S. Franzini. "SightLogix represents another success story in Einstein's Alley



that will help to further enhance New Jersey’s reputation and leadership in the technology industry.”

Einstein’s Alley chose to spotlight Princeton-based SightLogix in light of the company’s recent accomplishments, which include major [perimeter security](#) deployments in the Middle East, contracts with NJ Transit, Port Authority of NY & NJ, Lockheed Martin, and several national air and seaports, and a growing team that includes new offices in London and Bangalore. This month the company completed a large U.S. Dept of Homeland Security contract that places rapid-response surveillance equipment in the hands of first responders across the nation.

“SightLogix’ success can be directly tied to its ability to draw upon world-class talent only available in this unique corridor of video innovation,” said John Romanowich, SightLogix president and CEO. “Thanks to strong support from the NJ Economic Development Authority and our investor community,” he continued, “we’ve been able to focus on solving the technical challenges of outdoor security and succeed where others have failed, with great benefit to industries around the globe.”

The ceremony honoring the company’s success will be attended by NJ-based business leaders, universities, and state, county and local political leaders. Speakers include U.S. Congressman Rush Holt, County Executive Brian Hughes, NJEDA Chief Executive Officer Caren S. Franzini, West Windsor Mayor Shing-Fu Hsueh, and Melanie Willoughby, VP of the NJ Business and Industry Association.

SightLogix’ automated outdoor surveillance solutions have been deployed for the serious outdoor security needs of the transportation, energy, utility, chemical, information technology, public safety and defense industries.

For information about Einstein’s Alley, go to <http://www.einsteinsalley.org>.

For information about SightLogix automated perimeter surveillance solutions, go to <http://www.sightlogix.com>.

About SightLogix Inc.

SightLogix provides pre-emptive, automated outdoor surveillance systems to protect critical infrastructure and key assets, at half the cost of alternatives. The company’s open-architecture, [Intelligent Video Surveillance](#) system provides full situational awareness to increase both the effectiveness and efficiency of security manpower.

About Einstein’s Alley



Einstein's Alley is a private, non-profit economic development initiative located in Central New Jersey. Our mission is to foster economic growth and to make Central New Jersey a magnet for entrepreneurial activity and destination for technology companies.

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