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Grandeye Ltd. Secures Exclusive Rights to IPIX Technology and Name for Use in Security, Safety, Liability-Protection and Military Markets

Award-winning developer, manufacturer of 360-degree technology and smart cameras strikes exclusive deal with Minds-Eye-View for IPIX Imaging Toolkit

ISC WEST 2008, LAS VEGAS, Nev., April 2, 2008 – Award-winning 360-degree-imaging-technology developer and smart-camera manufacturer Grandeye Ltd. has secured exclusive field-of-use rights to IPIX technology and brand name from Minds-Eye-View, Inc. (MEV), which a year ago acquired the bankrupt IPIX Corporation's operating assets, including inventory, branding and intellectual property rights. In 2007 IPIX was established as a division of MEV.

Under the terms of the Grandeye-MEV agreement, Grandeye's exclusive field-of-use rights extend to the IPIX Imaging Toolkit (IPIX ITK) and IPIX trademarks for immersive video applications, with primary purpose use in security, safety, liability-protection and military markets. Grandeye will maintain an exclusive relationship with DVR and NVR manufacturers who have integrated or want to integrate the IPIX ITK for use with IPIX cameras in the designated Grandeye field of use.

The IPIX ITK is a set of software libraries installed on NVRs or PCs to produce "perspectively corrected" images from IPIX 360-degree *dumb* cameras; in other words, dumb cameras provide raw image data to an intelligent host that uses the IPIX ITK for dewarping, which allows pan-tilt-zoom (PTZ) of video images external to the camera.

Grandeye currently develops, makes and markets *smart* 360-degree megapixel cameras; that is, wide-angle cameras with in-camera intelligence that dewarps and analyzes images, including live PTZ inside the camera itself.

"To our knowledge we are the only player in the global 360-degree-video marketplace to have put enough processing power on a single chip to eliminate the need for an external PC and software peripherals," said Grandeye CEO Alexa McCulloch.

"But there is a void in the marketplace, where the installed base of IPIX camera users have been in 'product-service limbo' since the bankruptcy in 2006," said the successful former venture capitalist and aerospace engineer. "So, this agreement enables Grandeye to support those users by augmenting its 360-degree smart-camera lines with IPIX cameras.

"However, before any new products are released, our engineering team will further evaluate the IPIX technology, with intent to improve it," McCulloch vowed, noting that

any dumb camera added to the company's product roster would be co-branded "Grandeye IPIX."

Ford Oxaal, MEV/IPIX president and CEO, said: "Grandeye will take improved versions of the IPIX video security and military lines forward under the Grandeye IPIX co-brand, and MEV/IPIX, as a reseller of Grandeye products, will continue to serve customers who require large numbers of dumb immersive cameras feeding into a central NVR/DVR repository.

"Because Grandeye is the pioneer in smart 360-degree cameras," he continued, "with this deal, customers will only have to look to the Grandeye and Grandeye IPIX brands for the full gamut of immersive security products. The Grandeye agreement is not only a win-win for the two signing parties, but it also is a big win for the marketplace."

Oxaal also noted that MEV retains rights for applications in market areas outside the Grandeye exclusive field of use. "For example," he said, "in non-security, non-military areas, MEV/IPIX is now actively developing new IPIX-branded product lines that adapt its world-class video technology for live-event, immersive Web broadcasting." He added, "We will be making announcements in this and other areas in the near future."

McCulloch, who assumed leadership of Grandeye in September 2007, said that negotiating this agreement is just part of an aggressive growth strategy that she initiated and has already contributed toward the doubling of company revenue.

"Grandeye has rich intellectual property in the industry," she said, "with more than two dozen patents and patents pending related to 360-degree image capture and video stitching, perspective projection using 3D computer graphics (including within a DVR/NVR), intelligent virtual camera generation and dome camera emulation.

"With our advanced Halocam technology and a robust and varied product pipeline, we are capable of addressing almost every need in the 360-degree video space," she said.

In other Grandeye/ISC West 2008 news:

Noting that Grandeye technology was a "Best in Show" winner at ISC West 2006, McCulloch said, "Today we are introducing a vandal-resistant, 360-degree IP camera to expand total situational awareness options for high-risk areas, including outdoor locations."

To learn more about the IPIX agreement between Grandeye and MEV, as well as Grandeye's analog and Compact IP 360-degree cameras, please visit booth #1051.

After ISC West, the company will be exhibiting at [IFSEC: May 12-15, NEC, Birmingham U.K.](#)

About Grandeye Ltd.

Grandeye, which is headquartered in Guildford, Surrey, U.K., was founded in 2003 to deliver the right combination of performance, simplicity, compactness and cost-effectiveness for video surveillance applications. The company's award-winning Halocam technology powers a range of 360-degree cameras that have no moving parts, cover a full

hemisphere and can pan, tilt and zoom around a scene – both live and on playback. Grandeye uniquely deploys 3D-graphics chips to enable a variety of advanced 360-degree video analytic functions, such as threat recognition and tracking, and scene recognition, in which an observed change in the field of view triggers an alarm. Grandeye’s technology partner is 3DLABS, which was co-founded by Grandeye Chairman Dr. Yavuz Ahiska and is a wholly owned subsidiary of Creative Technology Ltd. Grandeye, Inc., the U.S. subsidiary of Grandeye Ltd., is based in Columbia, Md., with a satellite sales office in San Diego, Calif. (1 888 436-0360). For more information, visit www.grandeye.com.

A full bio and photo of Grandeye CEO Alexa McCulloch are available on request and interviews can be arranged.

About Minds-Eye-View, Inc.

Founded in 1989 and based in Cohoes, N.Y., Minds-Eye-View developed the first available system that produced fully spherical, navigable images. In the late 1990s, the company licensed its patented technology to IPIX Corporation, and IPIX-branded still photography technology transformed the real-estate industry by enabling online virtual tours. For more information about Minds-Eye-View and “the new IPIX,” please visit www.ipix.com.

Note: Halocam is a trademark of Grandeye Ltd. IPIX is a trademark of Minds-Eye-View, Inc. The names of other actual companies, organizations and/or products/services mentioned herein may be the trademarks of their respective owners.