



PRESS RELEASE

CINEPOLIS LUXURY CINEMAS UNIFIES SECURITY MANAGEMENT WITH NLSS GATEWAY

Luxury theater chain simplifies multisite security management with unified platform

Philadelphia – Sept. 11, 2012 – Next Level Security Systems, a developer of a new breed of unified, networked security solutions, today announced that Cinepolis Luxury Cinemas, the fourth largest movie theater in the world, has deployed the NLSS Gateway at two of its theaters in Southern California. Cinepolis deployed the NLSS Gateway at its sites in La Costa and Ocean Ranch, Calif., to integrate multisite video surveillance and access control into one easy-to-use solution.

Cinepolis is leveraging the NLSS Gateway to control three levels of employee access permissions and manage video streams from Sony IP cameras. Cinepolis is also using people counting — available through the NLSS Gateway’s built-in analytics — for additional ROI. The theater chain analyzes the data from the analytics to determine high- and low-traffic periods to develop targeted marketing campaigns to boost attendance.

“After I saw the first demonstration of the NLSS Gateway, I was confident this platform was the ideal solution for our new locations,” said Marc Russo, IT Manager, Cinepolis Luxury Cinemas. “The legacy systems we used in other locations cannot even come close to what is delivered with the unified security management platform from Next Level. With the NLSS Gateway, everything feels modern; it feels the way a security solution should.”

The NLSS Gateway is a unified security management platform that integrates networked video management, IP access control, video analytics and intrusion into a single, easy-to-use platform, providing users with a comprehensive view of their entire security operation. The latest version, Gateway 3.0, features a built-in facial recognition and detection analytic that allows users to create or upload an image database to be searched against across multiple cameras for potential matches. When a match is detected, an email or mobile alert can be sent to the user-defined contact.

“The NLSS Gateway enables Cinepolis to unify security management across multiple locations while leveraging the built-in analytics to do more with the video they are already capturing,” said Pete Jankowski, Chairman and CEO, Next Level Security Systems. “The NLSS Gateway allows

the company to reduce theft, control liability and increase safety while helping their marketing department flex its muscles.”

About Next Level Security Systems

Next Level Security Systems is a physical security company delivering a new breed of unified networked security technologies. The NLSS Gateway, Next Level’s flagship product, is an award-winning, IP-based security management platform that integrates video management, IP access control, video analytics and remote management into a single appliance. It is successfully used in the retail, commercial, education, transportation and government markets. All of Next Level’s products, sold through distribution worldwide, combine the performance, sophistication and functionality of enterprise-class security systems into a compact, unified and affordable solution. For more information, visit <http://www.nlss.com>.

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