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For Immediate Release

Haivision Appoints Leo Bull Vice President of Commercial Sales, Americas

MONTREAL and CHICAGO — Oct. 25, 2011 — Haivision Network Video today announced that the company has appointed Leo Bull vice president of commercial sales for the Americas. Leo brings an impressive track record, recently having doubled the annual CoolSign digital signage revenue for Haivision. Leo now reports directly to Mirko Wicha, Haivision’s president and CEO, along with Haivision’s two other senior sales leaders managing the U.S. federal and international regions. In his new role, Leo is responsible for almost half of Haivision’s business globally.

Previously, Leo was the vice president of worldwide sales at CoolSign. After Haivision acquired CoolSign in 2010, he remained responsible for CoolSign product sales globally and adopted the additional task of driving the channel strategy within the non-federal sector in the United States for all Haivision products. Prior to joining CoolSign, Leo held senior sales positions with digital signage vendor Wireless Ronin, LG Electronics, Fujitsu, and Mitsubishi.

Haivision also has appointed Chris Colt as director of digital signage sales for the Americas. Chris will work alongside Haivision’s salespeople and digital signage partners to assure Haivision’s continued success and high growth in the digital signage market. Bill Taylor has also been appointed to the position of director of field engineering for the Americas. Bill and his team are responsible for all technical pre-sales and partner development activities. Both Chris and Bill joined Haivision from CoolSign and now report directly to Leo.

“I am thrilled to have Leo on the senior management team of Haivision. He has made a tremendous impact on the company in the past 12 months, since we acquired CoolSign, and has established his leadership within Haivision and with our partners and clients in the

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commercial market,” said Wicha. “Exceptional people are key to Haivision’s success.”

Haivision has been growing at a rate of over 50 percent per year for the past five years, and it currently has many open employment positions throughout the organization, specifically within sales engineering, marketing, technical support, and software engineering. Complete details are available at Haivision’s website.

Information about Haivision products and solutions is available at www.haivision.com.

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About Haivision Network Video

Haivision delivers advanced technology for streaming, recording, managing, and distributing secure IP video and interactive media within the enterprise, education, medical/healthcare, and federal/military markets. Haivision is a private company based in Montreal and Chicago, with technical excellence centers in Beaverton, Austin, and Hamburg. Having established a global sales and support organization, Haivision distributes its products through value-added resellers, system integrators, distributors, and OEMs worldwide. More information is available at www.haivision.com.

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