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**For Immediate Release**

## **HaiVision Appoints Tom Pfeuffer as Vice President, Medical Markets**

*Industry Veteran to Lead HaiVision's Medical Market Efforts*

**MONTREAL and CHICAGO — March 10, 2010** — HaiVision Network Video today announced the appointment of Tom Pfeuffer to the position of vice president, medical markets. Responsible for all HaiVision efforts in the medical sector, Pfeuffer will lead efforts with the company's clients and integration partners to assure the adoption and successful deployment of encoder and video distribution technology, and will identify new features and technology required to assure HaiVision's continued success in this market segment. Pfeuffer will also lead HaiVision's efforts in establishing the company's statements and position regarding registrations, compliances, certifications, and successful interoperability within the sector including HIPAA and DICOM.

Tom Pfeuffer brings to HaiVision extensive experience within the medical industry. Recently, he was the medical market sales director for Rivulet Communications, a company delivering performance network technology to hospitals. Previously, Pfeuffer held a sales leadership position with GE Healthcare Surgery, managing both direct and channel sales teams. He received his Bachelor of Science in Business Administration at Robert Morris University in Pittsburgh, Pa.

"HaiVision has been focused on the medical segment since our early work with remote surgery (telesurgery) more than five years ago," said Peter Maag, HaiVision's senior vice president.

"Now, network video is being specified within every major medical project and operating room build-out. The appointment of Tom to vice president, medical markets is indicative of our commitment to and continued investment in this sector."

HaiVision's products are unique in providing a secure end-to-end IP video solution.

Incorporating AES encryption, HaiVision's MAKITO is the lowest-latency H.264 HD encoder and supports up to 1080p60 resolution over DVI or HD-SDI inputs. HaiVision's Video Furnace IP video distribution systems deliver the encrypted video to InStream players. Based on unique

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client/server technology and supporting conditional access, administrators can control and report exact details on who saw what and when, satisfying the fundamental requirement for HIPAA compliance. IT departments are also very attracted to the InStream technology as it runs on all platforms and requires absolutely no installation on client PCs.

Complete information on HaiVision products, including recent case studies and application notes, is available within the download center at [www.haivision.com](http://www.haivision.com).

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**About HaiVision Network Video**

Based in Montreal and Chicago, HaiVision Network Video is a private company and a world leader in delivering the most advanced and intelligent IP video networking technology. HaiVision's products are deployed worldwide within the foremost Fortune 100 companies; in the most rigorous military and defense applications; in state-of-the-art healthcare facilities for video collaboration and training; in highly renowned educational institutions for IPTV, teaching, and remote learning; in the most efficient interactive broadcast applications; and within the world's leading TelePresence suites. HaiVision distributes its products through value-added resellers, system integrators, distributors, and OEMs worldwide.

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