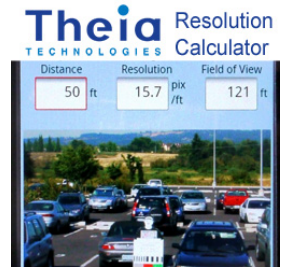


## Theia Receives Award at SIA New Product Showcase



Las Vegas, Nev – April 6, 2011

Theia Technologies' Image Resolution Calculator App' for smartphones was honored as Winner of the Tools and Hardware Category at the SIA New Product Showcase at ISC West on Wednesday.

Theia's Image Resolution Calculator app' is a tool for iPhone and Android smartphones that allows users to input video surveillance parameters and provides the corresponding image resolution from the convenience of a mobile device on location. Users input the camera resolution, sensor size, lens choice and one of 3 variables - camera distance, resolution, or field of view needed. The tool then calculates image resolution and returns a representative image at that resolution to help the user understand what level of detail can be seen using his combination of variables.



Theia's calculator app' enables video surveillance integrators and systems designers to quickly and conveniently understand whether a combination of video surveillance imaging equipment meets the resolution and area coverage requirements of an application. The app', like Theia's web-based version, is unique in that it provides a dynamic image that allows the user to zoom in and pan around the image for an even better understanding of what is to be expected from the user inputs. It gives a designer a good indication of whether their proposed choice of equipment will work prior to installation and testing, helping to avoid product specification mistakes and costly system rework. Theia has applied for a patent for the calculator and its unique image resolution simulation functionality.

As the industry moves to higher resolution cameras and lenses and many users are still unfamiliar with what can be seen in a megapixel camera image, the tool helps align what are in some cases erroneous expectations, to more realistic expectations of image quality in today's higher resolution application environments.

Theia is demonstrating the unique tool at ISC West in booth #6047 and will offer the iPhone version for free throughout the show. The app' is available on the Android marketplace and after the show on iTunes and through the iPhone app store for \$4.99. Visit [www.TheiaTech.com/calculator.html](http://www.TheiaTech.com/calculator.html), email [info@theiatech.com](mailto:info@theiatech.com) or phone Theia at 1+(503) 570-3296 to learn more.

The New Product Showcase (NPS), sponsored by the Security Industry Association (SIA), is held annually in conjunction with ISC West at the Sands Expo and Convention Center in Las Vegas to recognize the best security product innovations.



This year's competition included 85 new products and services. The NPS judging took place on Tuesday with 20 judges representing various segments of the industry viewing presentations by entrants. Judges also reviewed written materials submitted by the entrants and, in many cases, visited the ISC West booths of the entrants to study the products more closely.

"Seeing the latest security solutions at the New Product Showcase is one of the best parts of ISC West," SIA CEO Richard Chace said. "The Security Industry Association congratulates each of the winners for their industry-leading approaches to enhancing safety and thanks all of the competitors for participating in the NPS and, more importantly, for helping to move security technology forward." More information about the SIA New Product Showcase is available at [www.sianps.com](http://www.sianps.com).

### About Theia

Theia Technologies provides high quality megapixel lenses for security and machine vision applications. Their patented, award winning Linear Optical Technology® corrects barrel distortion and improves image resolution over typical lenses. Theia lenses are designed and marketed from the US, and manufactured to ISO 9001 standards. Theia also provides optical engineering and custom design services. Theia has several issued and pending US and foreign patents for lens technologies. For more information, contact Andrea Iniguez, +1 (503) 570-3296, or visit [www.TheiaTech.com](http://www.TheiaTech.com).

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