

For Immediate Release

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PITTSBURGH PA: VECTOR SECURITY USES HUMOR TO RELEASE NEW VIDEO SERVICES PROGRAM.

Vector Security's National Accounts Division recently released their VectorVision™ video surveillance services program by treating VIEWERS to a series of America's most recognized old-time television scenes. The scenes present thought provoking questions about video surveillance technology with a humorous twist.

According to Jim Rao, Vector's Director Of Video Technology, the campaign pairs nostalgia and humor to make a strong point to video users. "Before the Hollywood special effects revolution and computer animation there was the View Master, a simple but awe-inspiring view into the early wonder of 3D animation," cites Rao. "We wanted our customers to look at this new group of services by reliving an experience most of us cherished as children."

The View Master campaign will consist of three independent image reels provided in succession over several months. Recipients will include a select group of the nation's multi-site retailers who will be asked to retain their View Masters in anticipation of additional reels. "Overall, we want our View Master to make our target recipients' day a little brighter, and open their eyes to a brand new level of video products and services from Vector," says Rao.

This is NOT the first time Vector has used 3D animation to liven up an advertising campaign. Their 2002 National Accounts Division campaign entitled 3D, featured 3d brochures, national magazine ads and a 30-foot 3D exposition booth where conventional attendees could see the images come alive with the help of 3D glasses.



Jim Rao
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