

## **Infinova Appoints Rodriguez for Director of Sales in Mexico**

MONMOUTH JUNCTION, NJ - August 4, 2010 - Infinova today announced that Juan Carlos Rodriguez has joined Infinova to lead and direct Infinova's sales operations throughout Mexico. As the new Director of Sales for Mexico, Juan Carlos will be in charge of revenue growth for the entire nation, being responsible for the complete range of Infinova products, including IP, H.264, megapixel, HD and analog video surveillance system solutions and fiber optic communications devices as well as customized solutions.

"I look forward to using my 20 years of security industry experience in both technical and sales roles to help our integrators better serve Mexico's architects, consultants and their end-users," emphasizes Rodriguez. "We plan to quickly grow Infinova's presence in the Mexican surveillance solutions market."

Most recently, Rodriguez was the Sales Director for GE Security for seven years and was instrumental in creating the company's success throughout the country. Previously, he was with Honeywell as their sales manager, developing its marketing and sales division by creating strategic initiatives for big retail malls, banks, industrial plants and intelligent building systems. At the beginning of his two decades career, Rodriguez worked on the Mexican Subway Project, developing the security system.

Based in Mexico City area, Rodriguez' contact information includes phone number + 52-555-543-5563 and email address [juancarlosr@infinova.com](mailto:juancarlosr@infinova.com).

More information on Infinova is available at [www.infinova.com](http://www.infinova.com).

### **About Infinova**

Infinova makes it possible for IP and analog surveillance cameras and equipment to co-exist and be managed as a single seamless system solution, helping integrators generate more business by being able to say "yes" to a broader scope of projects. Infinova provides megapixel, IP and analog surveillance cameras, including specialized cameras, control room equipment, fiber optic communications and customized systems. The Infinova solution enables end-users to extend the life of their existing analog equipment by having it co-exist with their new IP video equipment. Infinova partners with brand-leader manufacturers to create best-in-class solutions and certifies the functionality of their partners' solutions when integrated with Infinova products. Infinova is acknowledged in the industry for its exceptional customer service programs and is often called "the integrator's manufacturer."