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## **IEG Press Release (06/07/2011)**

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### **IEG – Investment Banking advised Xtralis on the successful acquisition of HeiTel Digital Video GmbH**

*Brussels/Berlin – July 6, 2011: Xtralis™, a leading global provider of powerful solutions for the early detection of fire, gas and security threats, today announced the acquisition of Germany-based HeiTel Digital Video GmbH. The parties agreed not to disclose the purchase price.*

The acquisition enhances significantly Xtralis' position as the premium manufacturer of video surveillance and central monitoring solutions globally. "The Intelligent Remote Monitoring market is one of the fastest growing segments of the maturing video surveillance market due to quickly advancing technology and industry standards. Intelligent Remote Monitoring provides proactive protection through video verified alarms and controlled response at much lower annual costs than alternative solutions," explains Samir Samhouri, President and CEO of Xtralis, the global leader of the remote video monitoring market through its ADPRO® brands.

Like ADPRO by Xtralis, HeiTel has a very strong presence with Central Monitoring Stations. By joining forces Xtralis and HeiTel will provide a complete Intelligent Remote Monitoring platform including video verification, analytics and perimeter protection to the global market.

Xtralis and HeiTel will both work to expand the awareness of the Intelligent Remote Monitoring but will operate as two separate business entities working with their respective channel partners.

IEG – Investment Banking acted as exclusive financial advisor to Xtralis in the acquisition of HeiTel Digital Video GmbH.



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### ***About Xtralis***

*Xtralis is the leading global provider of powerful solutions for the early detection of fire, gas and security threats. Our technologies prevent disasters by giving users time to respond before life, critical infrastructure or business continuity is compromised. We protect high-value and irreplaceable assets belonging to the world's top governments and businesses. Our solutions include VESDA by Xtralis – high-sensitivity aspirating smoke detection, ICAM by Xtralis – flexible aspirating smoke detection, ADPRO® by Xtralis – perimeter, multi-site and enterprise security, and ASIM™ by Xtralis – traffic detection. To learn more, please visit us at [www.xtralis.com](http://www.xtralis.com).*

### ***About IEG – Investment Banking:***

*IEG – Investment Banking is an independent and international investment banking house with a focus on small and medium-sized transactions. IEG's services include advisory on mergers & acquisitions, financing and financial strategy as well as the placement of equity, debt and hybrid capital. IEG is headquartered in Berlin with branches and associated offices in Amsterdam, Bucharest, Buenos Aires, Istanbul, Milan, Mumbai, Paris, Sao Paulo, Shanghai, Tunis, Warsaw and Zurich. IEG's execution team is composed of 125 multi-disciplined staff in Berlin and across the international offices. IEG was founded in 1999 and is owned by its professionals. Please also refer to [www.ieg-banking.com](http://www.ieg-banking.com)*

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