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**PRAGMATIC COMMUNICATIONS
INTRODUCES ECONOMICAL
VIDEO TRANSMISSION SYSTEM**

The leaders make a move again in the arena of video transmission, keeping in mind the money-sensitive economy.

Sunnyvale, CA, October 23, 2001- Pragmatic Communications Systems, Inc., the leaders in audio/video control and signal distribution, have added yet another affordable product to their series of video transmission systems. The new product, ECV-BNC consists of a transmitter and receiver, that has the ability to send CCTV and security camera video signals over unshielded twisted pair (UTP) wires.

ECV-BNC can transmit color video up to 1000 feet in length, and B&W video up to 2000 feet. Small in size, it has the dimensions of 2.35" X 0.85" X 1.55". ECV-BNC finds its use in various applications such as doorway and access point security, surveillance, etc.

Using simple twisted pair wires to carry high quality video, ECV-BNC eliminates the use of laying lengthy, bulky coax cable. So, keep away from the complex cluster of cables, as Pragmatic has a better means for



affordable and easy video transmission system, using simple twisted pair wires. Please contact Pragmatic for early delivery discounts.

Pragmatic Communications, located in the heart of Silicon Valley, was founded in 1994 by award-winning engineer Prasanna Shah. Based in Sunnyvale CA, the company designs and manufactures its products in the U.S., for both professional and consumer markets.

Pragmatic, known for their proprietary CATS™ and DMS™ technologies, provide products that are used throughout the world in demanding life-critical, educational and entertainment applications. The company's products are marketed exclusively to professional systems contractors. For additional information, please visit the Pragmatic Communications website at www.wireless-experts.com