



**FOR IMMEDIATE RELEASE**

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**GENERONIX BRINGS 21<sup>st</sup> CENTURY PUBLIC SAFETY TECHNOLOGY TO THE VILLAGE OF PHELPS**

*High-tech Megapixel Cameras use DSL to monitor village street corner via the Internet*

Rochester, NY (June 30, 2008) – Generonix, a Rochester, New York based high technology start-up company using embedded DSL technology has launched an outdoor network surveillance field trial. The new technology “megapixel” network-ready cameras, designed to replace the stand-alone CCTV technology, will connect to the Internet using the Generonix *CopperReach<sup>TM</sup>* product, a revolutionary device that provides network power and Ethernet backhaul for Wi-Fi access points, surveillance cameras and other field mounted electronics. The trial will demonstrate the ability to power and provide DSL network access for an IP Camera overlooking the corner of Church and Main Streets in Phelps Village, NY using *CopperReach*.

“Technology is advancing quickly in the surveillance and public safety sector, with IP network cameras and disk storage servers are replacing analog CCTV and video tape technology.” said Perlis “PJ” Trahan, VP of Engineering for Generonix. “Costs are dropping, bandwidth is increasing, digital video storage is ever growing faster and larger, and advanced recognition software is automating security. However, there are two problems that must be solved when you go to deploy surveillance cameras: providing reliable power, and getting the images back to a central monitoring location and storage device for later analysis. *CopperReach* solves both, even for a small village location.”

“Surveillance cameras place unique demands on advanced DSL gateways.” adds Trahan. “Not only must they provide predictable real-time data, advanced security, and remote management, but IP camera surveillance requires a more symmetric bandwidth allocation. Advanced digital line technology allows network providers to remotely configure gateways for higher upstream bandwidth, allowing the use of low-cost quickly deployed DSL to collect surveillance video.”

Installed, managed, and maintained by local phone utilities that provide power and DSL to

outdoor locations, *CopperReach* nodes also support outdoor Wi-Fi. Thus the same network that allows the monitoring of outdoor locations also can provide Wi-Fi Internet access to citizens in cafes, parks, event grounds, school playgrounds and other public spaces.

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**About Generonix Inc.**

Generonix Inc. is a Rochester, NY based telecommunications equipment design and manufacturing company that develops and sells products that provide affordable digital services by creatively using the existing network infrastructure. The patented *CopperReach*<sup>™</sup> product line delivers reliable power and high bandwidth advanced DSL or fiber based connectivity to phone companies for outdoor network deployments. For more information, please visit [www.generonix.com](http://www.generonix.com) or [info@generonix.com](mailto:info@generonix.com).

*CopperReach* is a trademark of Generonix, Inc.