

Intrinsa Announces New Funding

Video storage vendor raises \$15M to ramp up sales, marketing, R&D

SAN JOSE, California — October 21, 2008

[Intrinsa](#), the global leader of shared, scalable and simple external IP storage solutions, today announced the completion of new funding, raising a total of \$15 million since the beginning of 2008.

Rho Ventures led the most recent round. "Intrinsa has demonstrated leadership in bringing the benefits of IP storage to video surveillance," said Paul Bartlett, partner at Rho Ventures and the newest member of the Intrinsa Board of Directors. "We are very excited by the opportunity to participate in the proven leader of scalable IP video storage for physical security and the company's many potential growth applications."

Video surveillance systems have experienced rapid growth over the past several years as the need for increased retention of video with better resolution and increased frame rate have impacted the physical security, gaming, hospitality, education, transportation, public safety, government, corrections, homeland security, energy, manufacturing and retail sectors. Traditional analog surveillance systems coupled with direct-attached captive storage in DVRs have proven too expensive and problematic to keep up with the demand.

Earlier this year, UK-based IMS Research forecast that 3.3 exabytes of storage will be required by 2012 for video from new deployments alone. And, in October 2008 New York-based ABI Research predicted that overall video surveillance spending will grow to \$2 billion in the transportation sector, while retail surveillance will reach \$4 billion. Able to offer the benefits of shared IP storage for a fraction of the price of direct attached captive DVR storage, Intrinsa stands to benefit greatly from those trends.

Intrinsa customers benefit with new IP-based storage solutions that can deliver a few days worth of retention for edge recording or for a single location such as a retail store or bank branch. Yet the solution can scale to support months or years of instantly-available video for a fraction of the price of captive DVR storage.

In a time of economic uncertainty and budget challenges, Intrinsa solutions offer the unique ability to leverage existing analog CCTV infrastructure, reducing costs while increasing the reliability, video quality and capacity of one or more existing DVRs with all the benefits of IP. Nearly 100 applications and products submitted by physical security, medical imaging and IT vendors have been certified by the Intrinsa StorAlliance Technology Labs for risk-free IP storage integration.

Rho Ventures joins other Intrinsa investors Entrepia Ventures, Guggenheim Venture Partners, Menlo Ventures and US Venture Partners. The new funding is intended to accelerate sales, marketing and research and development efforts.

"I am extremely happy to have Paul and Rho Ventures join Intrinsa at this critical time," commented Bud Broomhead, CEO of Intrinsa. "While the economy is uncertain, the need to upgrade existing CCTV infrastructure affordably and risk-free will be more important than ever. Only Intrinsa has proven that it can meet the challenges of reducing surveillance system cost while extending DVR life and capabilities."

Intrinsa's shared, external IP storage solutions will be on display at [ISC East](#), October 29-30, 2008, in New York City, booth number 959.

About Rho Ventures

[Rho Ventures](#), a division of Rho Capital Partners, has been backing emerging and high growth companies primarily in the U.S. since its inception in 1981. Venture capital and growth equity funds under management currently exceed \$1.5 billion. Rho Ventures has invested in approximately 200 companies and helped build market leaders across many high growth industries.

The firm is currently investing Rho Ventures VI, a \$510M fund launched in 2008. Previous investments include Ciena Corporation, Compaq Computer (currently part of Hewlett Packard), Diversa, Human Genome Sciences, iVillage (currently part of NBC Universal), Leukosite (currently part of Millenium Pharmaceuticals), MedImmune, Senomyx, Silicon Graphics, Vanda Pharmaceuticals, Vicuron and Yantra (currently part of Sterling Commerce).

For additional information, please visit www.rho.com.

About Intransa

[Intransa, Inc.](http://www.intransa.com) the VideoAppliance Company®, delivers simple and scalable installer-ready appliances, featuring patented optimization technology, purpose-built for physical security and industrial video needs. Each Intransa VideoAppliance™ sets up automatically, out of the box, in just minutes. This ground-breaking technology eliminates the complexity, cost and ongoing support challenge of integrating commodity servers, storage and hardware with video management systems and other physical security solutions. That's why Intransa VideoAppliance was named a [2009 New Product of the Year](#) at ASIS International, and also one of the [Top 30 Technology Innovations of 2009](#).

Intransa VideoAppliance™ platforms are jointly certified with the vendors of leading video management systems, including Axis Communications, Exacq Technologies, Genetec, JDS Digital Security Systems, March Networks, Milestone Systems, Pelco, On-Net Surveillance Systems, Inc. (OnSSI), Salient Systems, TimeSight Systems, videoNEXT and VideoProtein. The Intransa Technology Labs also ensures risk-free integration with a wide range of DVRs, NVRs, surveillance cameras, access control solutions, physical security information managers, life safety, video analytics, network intercom, authentication, biometrics, imaging and other physical security applications.

Our patented Video Data Management and Retention™ (VDMR) technology has benefited customers worldwide in retail, public safety and law enforcement, municipal government, gaming and hospitality, corrections, finance, transportation centers and airports, hospitals and medical centers, managed service providers, transit authorities, manufacturers, Native American organizations, colleges and school districts, utilities and resource companies, and a wide variety of government users.

Intransa supports industry standards and believes in the benefits of green technology. We are members and/or supporters of the Security Industry Association, the American Society of Industrial Security (ASIS) International, the Open Network Video Interface Forum (ONVIF), the Physical Security Interoperability Alliance (PSIA), the American Correctional Association, the National Retail Federation, US Green Building Council and its Leadership in Energy and Environmental Design (LEED) Green Building Rating System, The Green Grid consortium for advancing energy efficiency in computing ecosystems, and the Storage Networking Industry Association and are a founding member of its Green Storage Initiative.

For more information about Intransa, to locate an authorized distributor or certified integrator or dealer around the world, please visit us at www.intransa.com or www.videoappliance.com.