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**FOR IMMEDIATE RELEASE**

**PRAGMATIC COMMUNICATIONS UNVEILS UNIQUE IN-WALL CAMERA**

*New camera system provides affordable security for home or business!*

**(Santa Clara, CA. July 16, 2003)**- Pragmatic Communications Systems, the leader in audio/video control and signal distribution, introduced their new IWC- In-Wall camera system for use in both residential and commercial applications. The latest in the company's Hideaway Camera Series, the Pragmatic IWC camera offer features and performance never seen in an affordable camera system.

According to Pragmatic Communications founder and President Prasanna Shah, "our IWC camera system is the ideal choice for an affordable solution to doorway and access point security. The applications are many for all types of systems contractors. And like our patented CATS technology, it can be wired with low cost category 5 twisted pair wire."

The high performance 1/3" CCD camera, along with its associated drive electronics is installed in a single junction box using a RJ45 connector. The video signal from the camera travels down a category 3 or category 5 wire to the receiver unit- which can then be plugged into a video monitor and a time-lapse VCR. The Pragmatic IWC camera operates on a standard 9VDC supply, and has an operating temperature range of -40 degrees Celsius to + 85 degrees Celsius. This unit is meant to operate reliable in very harsh conditions and environments. This ruggedness and its features make the IWC well suited for many covert surveillance applications.

The Pragmatic IWC camera series is available for immediate delivery and can also be ordered in a variety of options and configurations including: high resolution color, ultra low light, infrared night vision, fish-eye lens, pin hole lens and a rugged steel face plate. For additional information, contact James Davidson 408 735 0300 or email [sales@wireless-experts.com](mailto:sales@wireless-experts.com). Alternatively, you may visit the Pragmatic Communications website at <http://www.wireless-experts.com>.

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