

**NEWS RELEASE**

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**Date: 9/15/07**

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**EchoStorm Exhibits at First Trade Show in England: DSEi**

Suffolk, Va. – As part of its international expansion plans, [EchoStorm Worldwide LLC](http://www.echostorm.net) promoted its advanced video-centric ISTAR (Intelligence, Surveillance, Target Acquisition, and Reconnaissance) technology at its first overseas trade show on September 11-15, 2007, at the Defence Systems and Equipment International (DSEi) Exposition in London, England.

ISTAR refers to the integration of intelligence processes with surveillance, target acquisition, and reconnaissance tasks in order to improve a commander's situational awareness and decision-making.

The event was an opportunity for EchoStorm's new UK office to run recorded video demonstrations of its technology to attendees, including delegations from 49 countries. EchoStorm's technology is currently used by the U.S. Department of Defense (DoD) to collect, process, and disseminate video and data from Unmanned Aerial Vehicles (UAVs) in combat theaters around the world. Eighty percent of UAVs operated by the DoD today currently use EchoStorm technology – including the Predator, Scan Eagle, Hunter, Global Hawk and Shadow.

“The event gave us the chance to discuss ISTAR-related challenges with many people from organizations in military and related commercial sectors,” said Richard Campbell, Director of EchoStorm UK Ltd., a subsidiary of EchoStorm Worldwide LLC. “It is clear that our experience in serving the US DoD is of direct relevance to other NATO military services.”

Campbell explained that *adLib*<sup>™</sup> provides secure and near real-time capture, storage, search and dissemination services for video. He added that *Convene*<sup>™</sup> lets analysts and operational planners collaborate over intelligence processed through *adLib* – recording interpretation of sensor data as input for intelligence reports.

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Video-centric ISTAR systems are significant consumers of secure communications bandwidth. EchoStorm's third product, *FunnelCloud*<sup>™</sup>, supplements existing communications infrastructure by providing a secure nomadic wide-area wireless network that can be rapidly deployed in hostile, poorly served environments. In addition to military use, the emergency management community relies on such capabilities to improve emergency situational awareness.

EchoStorm was among 1,352 exhibitors from a wide spectrum of the defense industry at the ExCeL exhibition center in London's Docklands. This year's event was DSEi's largest and most successful yet with a total of 46,987 visits recorded and with most attendees visiting the show on more than one day.

EchoStorm Worldwide LLC is the global leader in innovative video and sensor data management technology for military, government, and commercial applications. A subsidiary of Earl Industries LLC, EchoStorm Worldwide LLC is headquartered in Suffolk, Va., and has 70 employees. Through the EchoStorm Worldwide LLC suite of secure, net-centric technology – *adLib*<sup>™</sup>, the proven, easy-to-use, adaptable, input-friendly software at the center of its technology; *Convene*<sup>™</sup>, a dynamic chalkboard-style collaboration tool; and *FunnelCloud*<sup>™</sup>, a rugged, nomadic, rapid-response platform – users can capture, integrate, and disseminate video, images, voice, and data in near real time, regardless of location, bandwidth, or device. For more information about EchoStorm Worldwide LLC, visit [www.echostorm.net](http://www.echostorm.net).

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