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Pixel Velocity Honored as One of the 2009 "Michigan 50 Companies to Watch"

(Ann Arbor) – Pixel Velocity has been recognized as one of the 2009 "Michigan 50 Companies to Watch," an awards program sponsored by the Edward Lowe Foundation and presented by Michigan Celebrates Small Business.

Pixel Velocity will be honored at an awards ceremony during the fifth annual Michigan Celebrates Small Business event, April 30 in Lansing, Mich.

"In today's economy, Companies to Watch has become a real game changer," says Penny Lewandowski, director of entrepreneurship development at the Edward Lowe Foundation, a nonprofit operating foundation based in Michigan. "It changes the conversation from slow-growth, layoffs and closings, to companies that are expanding, hiring, and moving beyond traditional markets."

"Presenters of the Michigan program recognized this potential since its inaugural year, five years ago," Lewandowski says. "With a vow to find 50 new companies to celebrate each year, Michigan 50 Companies to Watch is now 250 strong. These are the companies that sustain Michigan through tough times and are transforming how the rest of the nation views the state."

Pixel Velocity has leveraged decades of experience in the defense industry to create the world's first end-to-end system specifically optimized to provide highly reliable automated threat detection and multi-camera tracking over very large areas. The Pixel Video Fusion™ System utilizes a distributed processing methodology that provides contiguous coverage while allowing automated analysis of all high-definition cameras, resulting in complete situational awareness. Edge-based recording with HD on demand delivers high-definition video without overloading your network. The result: You are prepared with the right amount of detailed information at every moment. Our system is a proven solution for effective, proactive surveillance of critical assets at airports, seaports, critical infrastructures, and government facilities.

"Pixel Velocity develops and manufactures the only complete, wide area, around the clock surveillance system that is easily scalable and does not tax your existing network. We work closely with the end user and channel partners to develop a refined solution. We are your one source supplying the most effective and efficient wide area surveillance for threat detection and emergency response systems."

–**Eric Siczka**, President, CEO and co-founder



Companies nominated for the "Michigan 50 Companies to Watch" list must be second-stage companies, defined as having 6 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants. In addition, the companies must be privately held and headquartered in Michigan.

Winners were selected by judges from the banking, economic development, entrepreneurship development and venture capital communities. Judges evaluated the nominees' demonstrated intent and capacity to grow based on one or more of the following:

- Employee or sales growth.
- Exceptional entrepreneurial leadership.
- Sustainable competitive advantage.
- Other notable factors that showcase the company's success.

Michigan 50 Companies to Watch is presented by Michigan Celebrates Small Business. National City, now part of PNC, is the lead underwriter for Michigan Celebrates Small Business. Other supporters include Clark Hill PLC, Michigan Economic Development Corporation, Accident Fund Insurance Company of America, Michigan Certified Development Corporation, IBM and Dynamic Edge.

Michigan Celebrates Small Business is presented in association with the Michigan Economic Development Corporation, Michigan Small Business & Technology Development Center, Small Business Association of Michigan, the U.S. Small Business Administration and the Edward Lowe Foundation.

Information about the 2009 Michigan 50 Companies to Watch program can be found at <http://Michigan.CompaniesToWatch.org>. For information about Michigan Celebrates Small Business, visit <http://MichiganCelebrates.biz>.

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