

November 30, 2012

Via E-mail and Federal Express

Mr. John Honovich
IPVM - IP Video Market Info
1687A Kalauokalani Way #219
Honolulu HI 96814

Re: Cease and Desist

Dear Mr. Honovich:

This office is legal counsel to Arecont Vision, LLC ("Arecont").

It has been brought to my attention that you have been publishing false and malicious information and statements about my client on the internet, including via Twitter and the IPVM subscriber newsletter.

Your campaign to intentionally defame Arecont includes recent postings by you entitled "Lying at Arecont Vision" and "Liars at Arecont Vision". In these postings, in which you say you are relying on the findings of an alleged security blogger, you accuse my client of lying in its advertising, specifically with respect to a MegaDome® print advertisement. You also make an off-handed remark alluding to what you characterize as Arecont's "fallacious megapixel math."

I will give you the benefit of the doubt - this one time – that, perhaps, you honestly believed at the time that what you posted was true and that the image in the circle marked "actual image" was not an actual image from Arecont's camera. Be advised, however, that the image in the circle labeled "actual image" in Arecont's print advertisement is, in fact, an actual, true image from an Arecont camera. Rather than falsely conclude that the image was simply too good to be true and, therefore, that it must be false advertising, you should have investigated the quality of Arecont's products more thoroughly. Then, perhaps, you would not find yourself in the situation you are now in. Dissemination of false, defamatory information is actionable in a court of law. Arecont takes pride in the superior quality of its products and relies on its goodwill in the market place. False and defamatory statements which will directly impact Arecont's reputation in the industry and its business prospects will not be tolerated.

At the very least, you must immediately correct all of the false and defamatory statements about my client that you have published. Furthermore, you must cease and desist from making any similar, unsupported defamatory statements regarding my client and its products.

You have now been advised that your previous statements regarding Arecont's camera print advertisement were false and defamatory. You also have been advised of the true facts regarding this advertisement. Please govern yourself accordingly or Arecont will pursue appropriate recourse in a court of law to enforce its rights and to stop this intentional, malicious defamation designed to cause damage to my client's reputation and business prospects.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin J. Keenan', with a long, sweeping horizontal stroke extending to the right.

Kevin J. Keenan

cc: Dr. Michael Kaplinsky
Dr. Vladimir Berezin
Mr. Scott Schafer