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FOR IMMEDIATE RELEASE

Varifocal Lens Focuses on Variable Viewing Needs

Pick a viewing target, aim the camera housing, zoom the lens, and adjust the focus for a direct hit with NetMedia's Varifocal color cameras across standard multi-wire or convenient One Wire Video™ layouts.

TUCSON, Arizona, December, 2007 -- NetMedia, Inc. introduces the Varifocal line of high quality color cameras for commercial and residential applications. The VIDVCAM, POCVCAM, and UTPVCAM cameras integrate the new 3.3mm to 8mm variable focal length lens with three tamper-resistant wiring formats that each keep the cabling out of reach from animals and wire cutters. The VIDVCAM utilizes a standard multi-wire power/video format while the POCVCAM (Power Over Coax) and UTPVCAM (CAT5) incorporate NetMedia's exclusive One Wire Video™ technology.

Jack Schoof, founder and president of NetMedia, says, "Our new Varifocal line of cameras make NetMedia's best picture yet. These cameras give our customers more flexibility in installations where a precisely framed picture is critical. With its nearly 2.5X optical range of zoom, bright large lens, vivid color CCD camera performance, and a tough enclosure, it makes the perfect camera combination."

The Varifocal Color Camera line features a one-third inch Sony® Super HAD CCD™, 470 lines of resolution, and a 3.3mm-8mm Varifocal lens all enclosed in a durable, machined, billet aluminum housing for weather-resistant indoor/outdoor applications. All NetMedia cameras come complete with power supplies, mounting hardware, and one-year warranties. NetMedia video products are sold through distributors.

ABOUT NETMEDIA INC. -- NetMedia, Inc., founded in 1993, is a leading designer and manufacturer of security video cameras, audio/video distribution equipment, embedded micro-control products, and embedded Ethernet web products. NetMedia has over 14 years experience developing and delivering high quality, reliable, and cost-effective solutions to OEM manufacturers, distributors, resellers, and end-users.

NetMedia's wide range of sophisticated technology components and solutions are geared for today's high-tech and security aware consumers.

For more information on the VIDVCAM, POCVCAM, and UTPVCAM cameras, distributors, and additional Video Solutions, contact NetMedia, Inc., or visit [www.netmedia.com](http://www.netmedia.com)

Super HAD CCD is a trademark of Sony Corporation.