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Smart Home Promises Finally Fulfilled with World’s First “Made for Nokia” Family and Home Management Kit

New startup, Meishar Immediate Community, unveils Smart Living 2.0, a new paradigm for residential security and more

IFSEC 2009, BIRMINGHAM, UK, MAY 11, 2009 – Meishar Immediate Community, a new sister company of Essence Security International, today unveiled the world’s first “Made for Nokia” Family and Home Management kit, a new concept in home security based on Smart Living 2.0 technology.

Smart Living 2.0 – comprehensive solutions that empower people to improve their lives, not just at home, but everywhere they live – was created in 2008 by Meishar Immediate Community in collaboration with partners from major global corporations. Smart Living 2.0 is transforming mobile handsets and personal computers into powerful remote control devices that help to increase security, save energy and make life easier for families, friends and communities.

From its location in booth C23, hall 4 of the IFSEC 2009 exhibition, Meishar Immediate Community is displaying and demonstrating the new We.R Family and Home Management kit. Made for Nokia, this new product line uses a mobile handset or web-based portal to monitor and manage a variety of residential security functions, including intruder detection, image capture, access control, and more.

“Advances in mobile, security, wireless and other technologies have empowered us with new capabilities wherever we go,” said Toby Olshanetsky, CEO of Meishar Immediate Community. “The new, easy-to-install, easy-to-use and

energy-efficient devices that we have created for our We.R Family and Home Management kit are leading the way beyond the smart home promises of the past into the larger world of Smart Living 2.0.”

The “Made of Nokia” We.R Family and Home Management kit features an expandable sensor array that provides the flexibility to create an ideal solution for every home. In addition to a central control unit compatible with secure bi-directional Enhanced Controlled Open Protocol (ECOP) wireless technology, the kit contains a photo detector, a passive infrared (PIR) motion detector, magnetic sensors for doors and windows, a key fob remote and an indoor siren – all wireless, battery-operated and designed to be monitored and managed from a personal computer or mobile phone.

The kit, available in Europe later this year (pricing currently being determined with major retail partners), is compatible with third-party smart home and security solutions and is expandable with a variety of other accessories, sold separately.

During May 11-14, 2009 in Birmingham, UK, representatives from Meishar Immediate Community and Nokia will be demonstrating Smart Living 2.0 technology and the We.R Family and Home Management kit in Hall 4, booth C23 at IFSEC 2009, the world’s largest security industry exhibition.

Creators of the Smart Living 2.0 initiative, Meishar Immediate Community is a company committed to leading the world in making home security, energy conservation and other technologies affordable and easy-to-use. The Company’s We.R Smart Living 2.0 product line enables greater energy efficiency, increases home security and makes life easier. Using a simple web portal or mobile phone interface, people can control and monitor a wide variety of Smart Living 2.0 solutions from anywhere in the world. Meishar Immediate Community is the sister company of Essence Security International, a leader in the development, manufacture and supply of state-of-the-art, end-to-end security systems and an OEM partner to Securitas Direct and other companies with millions of security systems and peripherals installed internationally. More information about Meishar Immediate Community is available online at www.wer-mic.com.

For high-resolution graphic images and additional information on Smart Living 2.0 and the We.R Family & Home Management kit, please contact Dan Bloom at +972-549-222-082 or danbl@wer-mic.com.

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