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**IRIS CORPORATION INTRODUCES HD-SDI MARINE VIDEO CAMERAS —
A SIMPER, BETTER SOLUTION FOR HIGH-DEFINITION VIDEO AT SEA**

**Proven Film Industry/Security Camera Technology Provides Key Advantages Over IP Cameras,
Including Ease of Installation, Superior Performance at Sea**

FORT LAUDERDALE, FLA. (October 30, 2014) — UK-based Iris Corporation has introduced HD-SDI High Definition capabilities in several marine camera models, providing a simpler, better solution for vessels wanting high definition video on the water. This latest innovation is proof of Iris’ commitment to providing the marine industry and boaters worldwide with affordable, practical innovations that enhance the safety and enjoyment of time on the water.

For years, HD-SDI (which stands for High Definition Serial Digital Interface) technology has been used by the film industry to record and move high definition, unfiltered, uncompressed video in resolutions up to 1080i. HD-SDI cameras have also become increasingly popular for high-definition CCTV security systems, for their ability to provide sharp 1080i video in real time, without the need for complex installation, set-up and networking.

Iris will be introducing HD-SDI versions of several popular camera models, including the compact Iris 60. This new development makes the Iris 60 — which is about the size of a golf ball — the world’s smallest high-definition camera. With one or more of these “little wonders” installed around a vessel, mariners can monitor engine rooms, fore and aft decks, interior spaces — any place on or around the vessel — in ultra-sharp clarity. HD-SDI will be integrated into a range of Iris products in the near future, including the company’s new-for-2015 Barracuda high-definition underwater thru-hull camera.

“HD-SDI technology offers several significant advantages over IP cameras when it comes to achieving high-definition video onboard vessels,” said Iris Corporation North American Sales Manager Tony Dlgweed. “One of the greatest benefits is simplicity. This is literally plug-and-play HD, which makes it perfect for use onboard boats. It can be installed using existing coaxial camera cabling, and unlike IP cameras, it doesn’t require an IT expert to set the system up and get it working right.”

There are benefits beyond ease of installation and set up, as well. Since HD-SDI cameras are not wired into a vessel’s digital network, there are no concerns about network reliability or bandwidth consumption when streaming high-definition video around the boat.

Iris’ new line of HD-SDI cameras also provides high-definition video to onboard displays without the “lag-time” commonly associated with IP camera systems. As a result, HD-SDI provides superior performance in actual boating situations. The middle of a tricky docking maneuver, for example, is a bad time for a captain to discover the delay in high-definition IP video coming over the network. In scenarios like this and many others commonly encountered at sea, even a fraction of a second can be critical.

To learn more about new Iris marine cameras featuring HD-SDI technology — or the company’s extensive line of cameras, thermal imaging equipment, marine monitors and recording devices, contact Iris Corporation’s North American headquarters at 954.533.9381 or visit www.boat-cameras.com.

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About Iris Corporation

Iris Corporation has specialized in marine camera systems for 13 years. From the Iris001 —the industry’s first specialized docking camera launched in 2001 to today’s latest innovations —Iris has earned a reputation for pioneering new technology. Based in the United Kingdom, Iris recently expanded its U.S. headquarters in Fort Lauderdale, Florida to better serve the North American yachting market.