

## Security Industry Veteran Launches R. Grossman & Associates

**Capitalizing on the growing complexity of integrated systems, consulting firm to offer hands-on, practical advice on electronic security projects.**

**Egg Harbor Township, N.J., — Feb. 9, 2004** — A team of industry experts led by Robert Grossman, former Director of Technical Services at American Dynamics (a unit of Tyco Int'l), and Vice President of Technical Services at Vicon Industries Inc. (AMEX: VII), today announced the formation of R. Grossman and Associates (RG&A), a privately funded company headquartered in New Jersey.

With extensive experience in electronic security products and projects, R. Grossman & Associates promotes a results-oriented approach to systems design, project management, product testing and analysis. Differentiating itself from other consultant firms in the industry that focus primarily on designing and managing projects, R. Grossman & Associates provides a complete “cradle to grave” solution that includes everything from project design and management to product line strategy, marketability analysis, marketing and collateral development.

According to research data from J.P. Freeman and Co., the market for integrated security systems is expected to grow more than 20 percent annually, while smaller systems within this market represent the area of greatest growth. R. Grossman & Associates is uniquely positioned to assist companies, large or small, that may be unprepared for such rapid growth.

“We have a perspective on complex security projects that many consultants can’t share,” says Robert Grossman, founder of RG&A. “We’ve collectively spent time at all ends of the supply chain — as end users, integrators, installers, designers, and in manufacturing and product development. This gives us a tremendous range of experience in the trenches putting all of the intricate pieces of a security project together. The knowledge that comes with that simply cannot be duplicated.”

The services offered by RG&A are not a “one size fits all” portfolio. Grossman intends to customize his company’s services by carefully listening to each customer.

“Our goal is not to develop our own ‘model’,” Grossman asserts. “No two companies or two products are the same, so our goal is to listen carefully and help each customer develop clear plans that are easily executable and profitable.”

### **About R. Grossman & Associates**

R. Grossman & Associates is a consulting firm specializing in electronic security products and projects. From developing strategic product plans through supporting products, R. Grossman & Associates offers an array of services that is second to none. Our results-oriented approach to product testing, systems design and project management ensures that activity equals progress. For more information, visit R. Grossman & Associates at [www.tech-answers.com](http://www.tech-answers.com).