



**Synectics' Synergy™
Video Productivity Software**

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About Synectic Systems, Inc.

Synectic Systems, Inc. (Synectics), a wholly owned subsidiary of UK-based Quadnetics Group Plc, is an engineering, integration and manufacturing company with expertise in IT and networked systems, CCTV control systems, enterprise DVR and command control software applications. Quadnetics is listed on the Alternative Investment Market (AIM) of the London Stock Exchange.

Synectics' unparalleled ability to deploy custom digital surveillance solutions that integrate with existing legacy systems and future technologies has established them as a market leader in the Middle East, the UK, Europe and North America.

Synectics Launches "Dataveillance" Initiative to Bring Custom Video Productivity Solutions to the Gaming Industry

Custom developed solutions on Synectics' best-of-breed Synergy™ Video Productivity platform integrate security tracking data and video to meet customer's individual surveillance and business needs.

CARPINTERIA, CA - March 26, 2009 – Synectic Systems, Inc. (Synectics), a leading developer and manufacturer of enterprise-class digital recording surveillance solutions, announced today its new Dataveillance Initiative for the 2009/2010 fiscal year. Focused on bringing custom Video Productivity Solutions to the gaming industry through key customer collaborations, Synectics launched its Dataveillance Initiative with a proof of concept presentation this month at the World Game Protection Conference (WGPC) in Las Vegas. At the foundation of the Dataveillance Initiative is Synectics' Synergy™ Video Productivity software which operates on an "open" technology platform to efficiently integrate legacy third party matrices, PTZ cameras, access control, fire alarms, point of sale, slot management systems, as well as the latest player tracking and behavior analytics software.

The term "Dataveillance" introduces the next generation of "data-assisted" surveillance systems that combine traditional video with third party system alarms and transactional data, across a property-wide Video Area Network (VAN), enhancing productivity and financial returns beyond the security department to the entire organization. A Dataveillance solution enables casino personnel from multiple departments to efficiently mine and analyze relevant data assimilated from dynamic pattern analytics with video to expose subtle cheat scams taking place beyond the range of cameras where most theft occurs. The combined results provide far greater benefit to an enterprise casino property.

The Dataveillance Proof of Concept

To develop the proof of concept, Synectics collaborated with veteran casino surveillance expert Darrin Hoke, Director of Surveillance for Pinnacle Entertainment's L' Auberge du Lac Casino in Louisiana. The new Dataveillance solution will enable Synergy™ to employ compound queries from slot, point of sale and player tracking data, producing a range of alarms for cheating scams and internal theft incidents.

"The role of surveillance is evolving to catch a more sophisticated breed of thief. Integration and convergence of various network systems with video IS the future of surveillance. The gaming industry will benefit dramatically from this Dataveillance Initiative," said Hoke.

Synectics Launches Dataveillance Initiative (continued)

The collaborative solution development effort came about after Hoke uncovered a recent fraudulent player tracking “comp” scheme at L’ Auberge du Lac Casino. Reports of similar incidents at other casinos across the country demonstrated that most facilities have the potential to suffer significant losses resulting from scams and internal/external fraud that camera and video observation alone do not detect. Seeking a proactive approach, Hoke teamed with Synectics to combine player tracking “buy-in” and “average amount played” data with custom written Synergy™ tripwire algorithms that trigger cameras to present suspicious players or table trends to surveillance operators. Hoke’s continued input on the project will be imperative in finalizing a Synectics’ Synergy solution that fits into the working paradigm of a gaming industry surveillance director.

Hoke continued, “We are no longer dealing with the physical elements of game protection alone, but with that of a data analyst using surveillance to confirm fraudulent activities. I have worked with and been a customer of Synectics for the last five years and found their approach to digital video platforms to be innovative and progressive. Collaboration with the company gives me an opportunity to develop a custom solution specific to my environment.”

Dataveillance in Video Productivity Solutions

With the increasing number of incompatible, competing and proprietary technologies in the marketplace, shrinking budgets, escalating liability and tighter regulations, gaming companies are seeking new ways to capture optimum value and performance from a security network. Through successful integration of a broad range of third party systems prevalent in gaming environments, video surveillance systems are now evolving into Video Productivity Solutions. That is, video surveillance no longer has to be viewed as an overhead, regulatory driven, “cost of doing business” product.

“Everyone has to be cost and ROI conscious in today’s economy,” said John Katnic, vice president and chief operating officer of Synectic Systems, Inc. “Technology advances have given surveillance directors powerful tools to contribute in great measure to their companies’ financial performance. Identifying complex theft and cheat scams requires a judicious combination of practical and intuitive investigation. Surveillance is the only department in the casino with the ability to bring all the data sensors together for a coordinated evaluation and response.”

Katnic continues, “A point of sale refund is an innocuous event. The same refund with no one standing in line is not. Earning a comp for high play is not noteworthy. But when the player’s buy-in was a tiny fraction of the played amount, there is a problem. These examples demonstrate why video or alarms alone are ineffective. It’s only by sifting through all available data, combining notable defined events, and then presenting video of these data-tagged suspicious activities for observers to review that we maximize our potential. When surveillance helps reduce shrinkage for Food & Beverage and provides timely, accurate patron counting to Marketing following promotional campaigns, we move from security to productivity; from cost to ROI.”

Synectics Video Productivity Solutions allow surveillance personnel to quickly analyze relevant data, identify fraudulent behavior, and respond appropriately through an integrated security VAN, which proactively generates intelligent alerts and recommendations for action. It does not replace people; it makes them more effective and, therefore, productive. When properly integrated and deployed, Video Productivity Solutions can provide practical utility and return on investment well beyond surveillance and security departments. Food & Beverage, Marketing, Operations and other cash-intensive areas of the business can contribute to and benefit from that all-seeing and increasingly intelligent “eye in the sky..”

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