

Elsight releases Halo v1.1 and expands in US market

Highlights

- **Significantly improved Halo v1.1 ready for commercial deployment to strategic customers**
- **Elsight to open North American Office in Atlanta, GA**
- **Key staff hire and promotion to drive Halo v1.1 sales and marketing efforts**

November 26, 2019 — **Elsight (ASX: “ELS”)** an ASX-listed company that develops advanced communication technologies for real-time data, video, and audio transmission over cellular networks in mission-critical environments, is pleased to announce that following extensive testing over several months, the new and improved version of the Company’s flagship product Halo, version 1.1, is now ready for commercial deployment.

Halo v1.1 has substantially improved capabilities and performance over the previous version, which the Company has been refining with key proofs-of-concept (POCs) and feedback from strategic customers. The Company has identified multiple commercial opportunities for Halo v1.1 in a number of fast growing industries such as autonomous vehicles, security, defence, and aviation, and is focused on converting a number of existing POC sales opportunities into commercial contracts. Elsieht is now in the process of delivering the first 90 units equipped with Halo v1.1 to a select group of strategic customers.

Elsight opens first US Office in Atlanta

Following a growing number of enquiries from North American based Corporates and Government agencies, the Company has decided to open its first US office in Atlanta, Georgia, and is very pleased to announce the appointment of Karin Zalcborg as Director of Sales and Marketing for Elsieht North America. Ms Zalcborg has an extensive background in intelligence and cybersecurity, and has worked closely with business leaders to provide strategic solutions for company-wide transformation, including solving organisational challenges and scaling to new markets. As founder and president of Karinza, a consultancy specialising in marketing communications and business development, Ms Zalcborg helped establish customer relations centers worldwide and provide leadership mentoring and digital marketing services to the firm’s diverse portfolio of eminent clients across the banking, insurance, medical, and technology sectors. Most recently, she served as founder and CEO of CyberHub USA, a cyber-awareness education firm, and has formed an extensive network of strategic partners among various integrators in the North American corporate and public sectors.

The North American market is of great strategic importance to Elsieht, and the company remains focused on extending its ongoing work with a number of Original Electronic Manufacturers (OEMs) in both the defence and civilian sectors. Aside from the OEM relationships that have already been established, the Company under Ms Zalcborg’s guidance will also be laying the groundwork for direct sales and indirect sales via distributors and reseller agreements. The Company expects to make further additions to the sales team in North America early in 2020.

Yoav Amitai promoted to COO

Along with the expansion to North America, the Company is pleased to announce that Yoav Amitai has been promoted to the position of Chief Operating Officer. Mr Amitai has been with Elsieht for almost three years, initially as Operations Manager then as Chief Innovation and Product Officer. Mr Amitai's extensive experience across operations, technology and engineering make him the ideal candidate to promote to the newly created role of COO as the Company builds its commercialisation efforts.

Nir Gabay, Elsieht CEO said: "After several months of collaboration with strategic POCs, we are very excited to announce that we are releasing our new and improved version of the Halo platform. Halo 1.1 is an important milestone for the team, and is the cumulative result of ongoing feedback, testing, and product enhancements to deliver an exciting new offering that we believe will drive the commercial success of Elsieht moving forward. We have a very large and growing market opportunity we are now in a strong position to address. Our decision to open a US office and make the necessary staffing changes is key to ensuring we realise our commercial potential and identify compelling new opportunities in the market as we approach 2020."

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About Elsieht

[Elsieht](#) (ASX:ELS) is a cutting-edge communications and live data transmission solutions provider for organisations across defence and security, IoT, sensitive facilities management, large-scale Safe City projects, as well as surveillance and protective activities. The platform supports video capturing, recording, and highly secured transmission that can prevent against video interception and hacking. With an unmatched level of reliability, our products provide the lowest latency and highest adaptive bandwidth over cellular networks to ensure safe and stable signals.