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**VISION IQ APPOINTS MARGOT CARLSON DELOGNE AS  
VICE PRESIDENT OF MARKETING**

*Computer Vision Technology Company's New Marketing Head  
To Handle Integrated Global Marketing Activities*

**Boulogne, France/Beverly, Mass. — August 28, 2001**—Vision IQ, developer of the world's first computer-aided drowning detection system called Poseidon, today announced the appointment of Margot Carlson Delogne to vice president of world-wide marketing. In this role, Carlson Delogne will be responsible for raising the profile of this emerging company and creating awareness of its technologies and applications globally.

“Vision IQ is focused on being the leading developer of advanced image processing and computer vision technologies,” said Jérôme Ménière, founder and CEO of Vision IQ. “Margot’s proven skills and expertise will be instrumental in raising awareness of the value of our technologies and applications, and in making Poseidon a world-wide standard for public aquatics facilities.”

Carlson Delogne has more than 10 years of experience in the marketing industry. Prior to joining Vision IQ, she was the vice president of marketing for Content Integrity, where she was responsible for creating marketing and business development strategies. Previously Carlson Delogne was vice president of corporate marketing at Progress Software, where she was instrumental in the global marketing efforts resulting in increased company familiarity and worldwide media coverage. Before that she was with Dun & Bradstreet Software for eight years, where she managed public relations activities for several product lines and European marketing programs out of the company’s European headquarters in Brussels, Belgium. She will be based at Vision IQ’s U.S. headquarters in Beverly, Massachusetts.

## **About Vision IQ**

Vision IQ specializes in the development of advanced image processing and computer vision technologies. The company has developed and patented new technologies for the surveillance and analysis of visual scenes based on state-of-the-art mathematical formulas. These generic technologies have allowed the development of innovative applications in the area of computer vision. With more than 50 employees and offices in France, the United States and Great Britain, the company has recently closed \$15 million in its Series B funding in April 2001. For more information visit [www.visioniq.com](http://www.visioniq.com).

## **About Poseidon**

Poseidon is the world's first computer-aided drowning detection system—designed to work alongside human lifeguards. Already installed in pools in Europe and North America, Poseidon is powered by computer vision surveillance technologies from Vision IQ that recognize texture, volume and movement within a pool. Comprised of an advanced camera network that constantly surveys the pool and a specialized software system that analyzes, in real-time, the trajectories of swimmers, the system alerts lifeguards in the first seconds of a potential accident. Poseidon is expected to become a world-wide security standard for public aquatics facilities. For more information visit [www.poseidon-tech.com](http://www.poseidon-tech.com).

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