SenSource Announces Vea™ Business Analytics Software, Improving decisions made from traffic monitoring hardware

FOR IMMEDIATE RELEASE

YOUNGSTOWN, OH, May, 4, 2009 - SenSource is proud to announce the launch of Vea™, a comprehensive suite created to provide real-time reports for a true understanding of traffic monitoring metrics. After over 12 months of development followed by beta testing, Vea is now taking the SenSource product offering to the next level.

SenSource started product development based on the need of their clients for easily-tailored, real-time software. Building on the successes of Server Manager Software, Vea provides dynamic reports that clients can change as often as necessary, manipulating variables like frequency of data logging and inclusion of locations in reports. These reports are sent as scheduled e-mails to key decision makers, allowing them to make quick, fact-based decisions.

"Vea has greatly advanced our customers ability to quickly view and act upon performance metrics without being bogged down with hard to read raw data and reports. Like a race car driver, you'll know when to shift into high gear, accelerate or apply the brakes," said Joseph Varacalli, President of SenSource Inc.

With Vea, SenSource can better address the needs of large corporations with position-based access. Corporate-level executives and store managers both have access to information at levels in relation to their position. Vea was also developed for integration with point-of-sale, staffing and other in-store technology systems. Marketing effectiveness, staffing levels and sales conversion ratios are just some of the metrics that can be optimized using Vea Software.

"Vea excels our vision to provide each client with customized solutions and not a boxed product like our competitors. It is truly a tool to help clients lower operating costs and realize each and every location's sales potential," Varacalli commented.

Vea will evolve as clients continue to provide feedback on features and functionality. As Vea also improves the utilization of SenSource's environmental sensors, SenSource is looking forward to expanding the use of the software with that product line.

SenSource is a Youngstown-based, privately-held technology company providing a variety of people and vehicle traffic monitoring systems along with environmental sensing devices since 2002. Designed to operate in both small and large scale business environments, SenSource's traffic monitoring systems are currently employed in over 40 countries in retail, casino, entertainment, library and government entities. More information on SenSource is available at http://www.sensourceinc.com.

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