



NEWS RELEASE

# Video, Anywhere: The Cell Connector for Video from Alarm.com Wins a 2025 ESX Innovation Award

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Alarm.com expands video surveillance accessibility with new Cell Connector for Video, delivering plug-and-play cellular connectivity for challenging locations

TYSONS, Va.--(BUSINESS WIRE)-- The Electronic Security Association announced today the winners of the 2025 Electronic Security Expo (ESX) Innovation Awards. Alarm.com (Nasdaq: ALRM) for Business's Cell Connector for Video won in the Video Surveillance – Hosted and Managed Video Systems category this year, recognizing Alarm.com's strategic approach to expanding video surveillance in more locations.

Alarm.com's Cell Connector for Video wins a 2025 ESX Innovation Award

The Cell Connector for Video expands video surveillance by enabling dependable connectivity in locations where traditional network access is unavailable, limited, or cost prohibitive.

Currently only available in the U.S., the Cell Connector streamlines deployment by eliminating the need for separate third-party cellular service plans and routers. Designed for easy, plug-and-play installation, it seamlessly integrates with the Alarm.com platform to deliver reliable connectivity. This solution allows Alarm.com service providers to extend their service reach, increase recurring monthly revenue, and provide reliable security coverage in even the most challenging settings.

"The ESX Innovation Award is a testament to the transformative potential of the Alarm.com Cell Connector for Video," said Brian Lohse, General Manager of Alarm.com for Business. "This solution is designed to overcome network limitations while simplifying installation and delivering reliable connectivity anywhere. We're honored to be recognized for our commitment to innovation and look forward to making this product accessible to our service providers and customers later this year."



Examples of the Cell Connector for Video in action include:

- **Video Surveillance Without LAN Access:** The manager of a construction site wants to enable 24/7 video monitoring. With the Cell Connector for Video, the security team can access real-time footage and recorded footage to monitor equipment, respond to incidents, and protect employees—all without a costly wired network installation.
- **Bypass IT Challenges:** A quick service restaurant needs a video surveillance system with remote connectivity, but IT policies prevent seamless network access. The Cell Connector for Video provides a dedicated LTE connection for video surveillance while bypassing local network challenges.
- **Effortless and Integrated Cellular Setup:** A retail business faces high third-party cellular subscription costs for their video surveillance system. The all-in-one Cell Connector for Video ensures predictable costs and eliminates the need to source and maintain external SIM cards, routers, and data plans.

Alarm.com-powered systems are professionally installed and monitored across the US and Canada as well as select international markets. For more information on the Cell Connector for Video and the broader Alarm.com ecosystem of products and services, visit <https://alarm.com>.

## About Alarm.com

Alarm.com is the leading platform for the intelligently connected property. Millions of consumers and businesses depend on Alarm.com's technology to manage and control their property from anywhere. Our platform integrates with a growing variety of Internet of Things (IoT) devices through our apps and interfaces. Our security, video, access control, intelligent automation, energy management, and wellness solutions are available through our network of thousands of professional service providers in North America and around the globe. Alarm.com's common stock is traded on Nasdaq under the ticker symbol ALRM. For more information, please visit [Alarm.com](https://alarm.com).

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