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> Insight from Interactions



NICE Systems and Esri International, Leading GIS Company, Sign Technology Partnership to Enhance NICE's Real-time Situation Management Solution

Esri's GIS will be integrated in NICE Situitor to provide enhanced real-time situational awareness and response to security operations worldwide - seaports, airports, public transport, railways, city centers, military and enterprises

Ra'anana, Israel, July 07, 2010 - NICE Systems Ltd. (NASDAQ: NICE), a leading global provider of intent-based solutions that enable enterprises and security organizations to extract Insight from Interactions, transactions and surveillance to drive business performance, reduce risk and ensure safety, and **Esri**, a leading provider of geographical information system (GIS) software, today announced that the companies have entered into an OEM agreement to enhance NICE Situitor with Esri's GIS capabilities, for enhanced situation management. Under the OEM agreement, the Esri ArcGIS software engine will be embedded and integrated into the NICE Situitor solution. The new integrated solution will serve the security operations needs of seaports, airports, public transport, railways, city centers, military organizations, as well as enterprises.

The integrated solution combines NICE Situitor's data fusion, analysis and automated response capabilities, with Esri's spatial analysis, data management, and GIS mapping, to improve situational awareness and real-time situation management. NICE Situitor correlates data from diverse security, safety and operational systems, alerting operators in real-time to incidents that require attention. All of the relevant information is then overlaid on an intuitive GIS interface, so control center operators can visualize situations in a geographic context, using Situitor's pre-programmed response plans to help guide and automate their response. For example, operators alerted to a situation can immediately see the locations of various sensors in alarm mode, and view nearby video cameras, mobile responders, vehicles, and other location-aware devices, all dynamically updated in real-time. Automated decision support checklists in NICE Situitor also help operators manage resources for an effective situation response.

"Computerized mapping technology is a pre-requisite for organizations around the world that are focused on security," said Terry Bills, Esri Transportation Industry Manager. "Now, by adding GIS capabilities from Esri to the real-time situation planning, response and analysis capabilities of NICE Situitor, command and control centers can be automatically alerted to a situation, be able to better visualize the situation as it's happening, and respond more effectively with a pre-defined plan."

"We are happy to be working with Esri on enhancing NICE's leading-edge capabilities for improving situational awareness and incident management," said Israel Livnat, President, NICE Security. "Command and control centers are increasingly looking for a solution that combines computerized mapping capabilities with real-time situation management. We're looking forward to working with Esri on a solution that offers these enhanced situation management capabilities, to command and control centers."

About NICE Situitor

NICE Situitor is a situation management software platform that enables automatic situation planning, response and analysis in real time, as well as thorough post incident reviews and investigations. NICE Situitor integrates to a wide array of sensors and security systems, analyzing and correlating information to help organizations connect the dots and improve situational awareness, incident response and decision-making. NICE Situitor's generic gateways and open architecture make it possible to integrate to virtually any existing or future security device, system, or data source. Organizations that deploy NICE Situitor are not constrained to specific types or brands of security solutions but rather can choose the solutions that best satisfy their security needs. With NICE Situitor, organizations can fuse many different types of security devices and systems into a unified platform, including: access control, video systems, perimeter intrusion sensors, location tracking (RFID, GPS), panic buttons, environmental sensors, communication devices, and much more. Through this integration, NICE Situitor is able to present a Common Operating Picture (COP), with real-time alerts and information from all integrated systems displayed on an intuitive multi-layered Geographical Information System (GIS)-based interface, enabling security operators to continuously monitor and interact with systems, people and assets for a higher level of situational awareness.

NICE Situator also provides a framework for automating complex response workflows and standard operating procedures (SOPs).

About Esri

Since 1969, Esri has been giving customers around the world the power to think and plan geographically. The market leader in GIS, Esri software is used in more than 300,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. Esri applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. Esri is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit us at www.esri.com/news.

About NICE Systems

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 150 countries, including more than 80 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

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This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, including the statements by Messer Livnat, are based on the current expectations of the management of NICE-Systems Ltd. (the Company) only, and are subject to a number of risks and uncertainties that could cause the actual results or performance of the Company to differ materially from those described herein, including but not limited to the impact of the global economic environment on the Company's customer base (particularly financial services firms) and the resulting uncertainties; changes in technology and market requirements; decline in demand for the Company's products; inability to timely develop and introduce new technologies, products and applications; difficulties or delays in absorbing and integrating acquired operations, products, technologies and personnel; loss of market share; pressure on pricing resulting from competition; and inability to maintain certain marketing and distribution arrangements. For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the Securities and Exchange Commission, including the Company's Annual Report on Form 20-F. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company undertakes no obligation to update or revise them, except as required by law.

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