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If you sell, have sold or otherwise transferred all of your Ordinary Shares you should deliver this document together with the enclosed Form of Proxy as soon as possible to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for onward transmission to the purchaser or transferee. If you sell, have sold or otherwise transferred part only of your holding of Ordinary Shares, please retain this document and the accompanying Form of Proxy and consult the purchaser or transferee or the stockbroker, bank or other agent through whom the sale or transfer was effected.

The Directors, whose names appear on page 2 of this document, accept responsibility for the information contained in this document. To the best of the knowledge and belief of each of the Directors (who have taken all reasonable care to ensure that such is the case) the information contained in this document is in accordance with the facts, and this document makes no omission likely to effect the import of such information.

SerVision plc

(Incorporated in England & Wales with registered number 05143241)

Notice of General Meeting

This document should be read as a whole in conjunction with the accompanying Form of Proxy. Your attention is drawn to the letter to Shareholders from the Chairman and CEO of SerVision plc which is set out on pages 2 to 4 of this document. This letter explains the background to and reasons for the General Meeting and contains a recommendation that you vote in favour of the Resolutions to be proposed at the General Meeting referred to below.

Notice of the General Meeting of SerVision plc to be held at the offices of Adams & Remers, Dukes Court, 32 Duke Street, St James's, London, SW1Y 6DF at 10:00 am on 31 March 2011 is set out at the end of this document. **Whether or not you intend to be present at the General Meeting, you are urged to complete and return the enclosed Form of Proxy in accordance with the instructions printed thereon so as to arrive as soon as possible and in any event not later than 10:00 am on 29 March 2011 (or 48 hours before any adjournment of the General Meeting).**

If the Resolutions are passed at the General Meeting, application will be made for the Conditional Placing Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective and that dealings in the Conditional Placing Shares will commence on AIM on 1 April 2011.

This document contains forward-looking statements with respect to the Company and the proposals set out in this document. These statements involve known and unknown risks and uncertainties as they relate to and depend on circumstances that occur in the future. Actual results may differ materially from those expressed in the forward-looking statements.

LETTER FROM THE CHAIRMAN AND CEO

SerVision plc

(Incorporated in England & Wales with registered number 05143241)

Directors:

Gidon Tahan (Chairman and CEO)
Eitan Yanuv (Finance Director)
Chaim Levy (Non-Executive Director)

Registered Office:

Dukes Court
32 Duke Street
St James's
London
SW1Y 6DF

7 March 2011

To the holders of ordinary shares, and for information only, to the holders of options over ordinary shares

Dear Shareholder

NOTICE OF GENERAL MEETING

1. Introduction

The Board of SerVision announced on 1 February 2011 a capital raising of £725,000 (before expenses) to be used by the Company for general working capital purposes and to promote the commercialisation of the Company's product base. This is being effected by means of the placing of 9,062,500 new ordinary shares of 1 pence each in the Company (the "**Placing Shares**") at a placing price of 8 pence per Placing Share (the "**Placing**").

A total of £625,000, representing the issue of 7,812,500 of the Placing Shares to new and existing investors (the "**Firm Placing Shares**"), has been raised pursuant to the Company's existing share authorities. The Firm Placing Shares were admitted to trading on AIM on 4 February 2011.

A total of £100,000, representing the issue of 1,250,000 of the Placing Shares to Gidon Tahan (Chairman and CEO of the Company) (the "**Conditional Placing Shares**"), is conditional upon shareholder approval through the passing of certain resolutions (the "**Resolutions**") to be proposed at a general meeting of the Company to be held at the offices of Adams & Remers, Dukes Court, 32 Duke Street, St James's, London, SW1Y 6DF on 31 March 2011 at 10:00 am (the "**General Meeting**") and Admission. It is expected that Admission will become effective and that dealings in the Conditional Placing Shares will commence on 1 April 2011.

The Conditional Placing Shares will be equivalent to approximately 2.50 per cent. of the enlarged issued share capital of SerVision following Admission and the placing price of 8 pence per share represented a discount of approximately 25.6 per cent. to the closing mid-market price of an existing issued ordinary share on 31 January 2011, being the last practicable date prior to the announcement of the Placing on 1 February 2011.

The issue of the Conditional Placing Shares is conditional upon the passing of the Resolutions by shareholders at the General Meeting to authorise the allotment of the Conditional Placing Shares and to approve the disapplication of pre-emption rights to enable the Board of SerVision to allot the Conditional Placing Shares. The Board have convened the General Meeting at which shareholders in SerVision will be asked to consider and, if thought fit, pass the Resolutions.

Application will be made to the London Stock Exchange for the Conditional Placing Shares to be admitted to trading on AIM. It is expected that, following the passing of the Resolutions at the General Meeting, dealings in the Conditional Placing Shares will commence on or around 1 April 2011. Subject to the passing of the Resolutions and Admission becoming effective on or around 1 April 2011, the Conditional Placing Shares will rank *pari passu* with the existing issued ordinary share capital of SerVision.

The purpose of this document is to provide you with information about the Placing and to explain why the Directors consider the passing of the Resolutions to enable the issue of the Conditional Placing Shares to occur to be in the best interests of the Company and the shareholders and why the Board of SerVision unanimously recommend that you vote in favour of the Resolutions to be proposed at the General Meeting, notice of which is set out at the end of this document.

2. Background to the Placing and use of proceeds

The Board of SerVision believed that there was an opportunity to raise funds from a small number of institutional and other investors and therefore decided to effect the fundraising by way of the Placing following a limited and targeted marketing exercise, rather than by offering all shareholders in the Company the opportunity to acquire further shares. The Board of SerVision believed that the additional cost and delay which would have been incurred in connection with any such offer would not have been in the best interests of the Company.

The net proceeds of the Placing, estimated to be £675,000, are being put towards the general working capital requirements of the Company and to promote the commercialisation of the Company's product base.

As part of the Placing, Gidon Tahan (Chairman and CEO of SerVision) is subscribing for the Conditional Placing Shares at the Placing Price. Following the issue of the Conditional Placing Shares, Gidon Tahan will be interested in 8,782,612 ordinary shares of 1 pence each in the Company representing 17.16 per cent. of the enlarged issued share capital of SerVision.

3. Current trading and prospects

As detailed in the announcement made by SerVision on 1 February 2011, the Board of SerVision remain confident about the prospects of the Company and are encouraged by the distribution contracts which were signed in 2010 (including Vision Techniques in the UK, NSS Sp. Z.o.o. in Poland and SYM Servicios Integrales S.A. in the Republic of Mexico). New contracts were secured in 2010 in the UK, Europe, South America and Asia to supply systems for buses, cash-in-transit, taxis, airports and emergency services. The Company remains in discussions on these projects as well as other new distribution agreements. In addition whilst the main use of SerVision's products is currently in the security industry the Company is increasing its presence in the residential sector with cellular operators showing an increased interest in SerVision's patented compression technology.

The Company anticipates revenues for the year ended 31 December 2010 being broadly in line with revenue generated in the year to 31 December 2009 (US\$ 5.37 million) and the net profit to be an increase on the net profit generated in the year to 31 December 2009 (US\$193,000). The Board remains confident of the Company's outlook and looks forward to building upon the solid progress that was made in 2010.

On 17 May 2010, the Company announced that its wholly owned subsidiary, SerVision Limited, had entered into a manufacturing agreement with Rich Wonder Technology Limited ("**Rich Wonder**") for Rich Wonder to manufacture all of SerVision's narrow band-width video gateway products ("**SerVision's Products**") to be sold in China and other authorised territories (the "**Agreement**"). Under the Agreement the consideration payable to SerVision was US\$2.0 million of which US\$600,000 has been settled through payment of cash to SerVision, with the balance being settled through the supply of 3,730 of SerVision's MVG 400 units (the "**Stock**") (which at the manufacturing cost of US\$375/unit will have a value of US\$1.4 million). The US\$1.4 million of revenue in relation to the Stock was recognised by the Company in its results for the six months ended 30 June 2010. The production line is currently being established in China and SerVision is undertaking quality control on the production line of the Stock manufacturer. Subject to satisfactory completion of the production line, the Board expects to start receiving delivery of the Stock in due course.

4. General Meeting and action to be taken

Set out at the end of this document is a notice of General Meeting which is to be held at 10:00 am on 31 March 2011 at the offices of Adams & Remers, Dukes Court, 32 Duke Street, St James's, London, SW1Y 6DF at which the Resolutions will be put to Shareholders.

Shareholders will find enclosed with this document a form of proxy for use at the General Meeting. The form of proxy should be completed and returned in accordance with the instructions printed thereon so as to arrive at the Company's Registrars, Capita Registrars, as soon as possible and not later than 10:00 am on 29 March 2011. Completion and return of the form of proxy will not prevent Shareholders from attending and voting at the General Meeting should they so wish.

Information relating to the Resolutions

Resolution 1

Resolution 1 authorises the Directors to allot up to 10,237,720 Ordinary Shares without the need to call a further General Meeting. The number of shares for which authority is sought here includes the Conditional Placing Shares. This authority will terminate on the earlier of 15 months after the date that this resolution is passed and the conclusion of the 2011 Annual General Meeting of the Company.

Resolution 2

Resolution 2, which is conditional upon resolution 1 being passed, suspends the statutory pre-emption rights contained in section 561 of the Companies Act 2006 and, if passed, will authorise the Directors to allot shares free of this restriction up to a nominal value of £102,377.20. As with resolution 1, the authority sought here includes the Conditional Placing Shares. This authority will terminate on the earlier of 15 months after the date that this resolution is passed and the conclusion of the 2011 Annual General Meeting of the Company.

5. Recommendation

The Directors consider the issue of the Conditional Placing Shares and the approval of the Resolutions to be in the best interests of the Company and the Shareholders as a whole and unanimously recommend you vote in favour of the Resolutions, as your Directors intend to do or procure to be done in respect of their beneficial holdings of Ordinary Shares amounting to, in aggregate, 7,947,313 Ordinary Shares, representing approximately 15.91 per cent. of the current issued share capital of the Company.

Yours faithfully

Gidon Tahan
Chairman and CEO

NOTICE OF GENERAL MEETING SERVISION PLC

(the "Company")

NOTICE IS HEREBY GIVEN THAT a general meeting of the Company will be held at the offices of Adams & Remers, Dukes Court, 32 Duke Street, St James's, London, SW1Y 6DF on 31 March 2011 at 10:00 am in order to consider and, if thought fit, pass resolution 1 as an Ordinary Resolution and resolution 2 as a Special Resolution:-

Ordinary Resolution

1. THAT, in accordance with section 551 of the Companies Act 2006 (the "**2006 Act**"), the Directors be generally and unconditionally authorised to allot shares in the Company or grant rights to subscribe for or to convert any security into shares in the Company ("**Rights**") up to an aggregate nominal amount of £102,377.20 provided that this authority shall, unless renewed, varied or revoked by the Company, expire at the conclusion of the 2011 annual general meeting of the Company or (if earlier) 15 months from the date of passing this resolution save that the Company may, before such expiry, make an offer or agreement which would or might require shares to be allotted or Rights to be granted and the Directors may allot shares or grant Rights in pursuance of such offer or agreement notwithstanding that the authority conferred by this resolution has expired.

This authority is in substitution for all previous authorities conferred on the Directors in accordance with section 80 of the Companies Act 1985 or section 551 of the 2006 Act.

Special Resolution

2. THAT, subject to the passing of resolution 1, the Directors be given the general power to allot equity securities (as defined by section 560 of the 2006 Act) for cash, either pursuant to the authority conferred by resolution 1 or by way of a sale of treasury shares, as if section 561(1) of the 2006 Act did not apply to any such allotment, provided that this power shall be limited to:
 - 2.1 the allotment of equity securities in connection with an offer by way of a rights issue:
 - 2.1.1 to the holders of ordinary shares in proportion (as nearly as may be practicable) to their respective holdings; and
 - 2.1.2 to holders of other equity securities as required by the rights of those securities or as the Directors otherwise consider necessary, but subject to such exclusions or other arrangements as the Board may deem necessary or expedient in relation to treasury shares, fractional entitlements, record dates, legal or practical problems in or under the laws of any territory or the requirements of any regulatory body or stock exchange; and
 - 2.2 the allotment of the Conditional Placing Shares (as defined in the circular to shareholders dated 7 March 2011) representing an aggregate nominal amount of £12,500.
 - 2.3 the allotment (otherwise than pursuant to paragraphs 2.1 and 2.2 above) of equity securities up to an aggregate nominal amount of £89,877.20.

The power granted by this resolution will unless renewed, varied or revoked by the Company, expire at the conclusion of the 2011 annual general meeting of the Company or (if earlier) 15 months from the date of passing this resolution, save that the Company may, before such expiry make offers or agreements which would or might require equity securities to be allotted after such expiry and the Directors may allot equity securities in pursuance of any such offer or agreement notwithstanding that the power conferred by this resolution has expired.

This resolution revokes and replaces all unexercised powers previously granted to the Directors to allot equity securities as if either section 89(1) of the Companies Act 1985 or section 561(1) of the 2006 Act did not apply but without prejudice to any allotment of equity securities already made or agreed to be made pursuant to such authorities.

BY ORDER OF THE BOARD

Eitan Tzitz Yanuv
SECRETARY

Registered Office:

Dukes Court
32 Duke Street
St James's
London
SW1Y 6DF

Dated: 7 March 2011

Notes :

1. *As a member of the Company, you are entitled to appoint another person as your proxy to exercise all or any of your rights to attend, speak and vote at the Meeting. You should have received a proxy form (the “Proxy Form”) with this notice of meeting. You can only appoint a proxy using the Proxy Form and the procedures set out in the notes to the Proxy Form.*
2. *You may appoint more than one proxy in relation to the Meeting provided that each proxy is appointed to exercise the rights attached to a different share or shares held by you. You may not appoint more than one proxy to exercise the rights attached to any one share. To appoint more than one proxy, please follow the instructions set out in the notes to the Proxy Form.*
3. *To be effective, the Proxy Form must be returned to Capita Registrars at: PXS, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU not later than 48 hours before the time of the Meeting or any adjournment thereof, together, if appropriate, with the power of attorney or other authority (if any) under which it is signed or a notarially certified copy of such power or, where the Proxy Form has been signed by an officer on behalf of a corporation, a notarially certified copy of the authority under which it is signed.*
4. *Appointment of a proxy does not preclude you from attending the Meeting and voting in person. If you have appointed a proxy and attend the Meeting in person, your proxy appointment will automatically be terminated.*
5. *You may not use any electronic address provided either:*
 - 5.1 *in this notice of meeting; or*
 - 5.2 *any related documents (including the Proxy Form and the notes to the Proxy Form);**to communicate with the Company for any purposes other than those expressly stated.*

Form of Proxy

SERVISION PLC

(the "Company")

Company Number: 05143241

For use at a General Meeting of the Company convened at the offices of Adams & Remers, Dukes Court, 32 Duke Street, St James's, London, SW1Y 6DF on 31 March 2011 at 10:00am

I/We _____

(BLOCK LETTERS PLEASE)

of _____

being a member of **SerVision plc**, hereby appoint the Chairman of the meeting, or*

as my/our proxy to exercise all or any of my/our rights to attend, speak and vote on my/our behalf at a General Meeting of the Company to be held at the offices of Adams & Remers, Dukes Court, 32 Duke Street, St James's, London, SW1Y 6DF on 31 March 2011 at 10:00 am on the following resolutions, to be submitted to the meeting and at any adjournment thereof, and any other business which may properly come before the meeting and any adjournment thereof.

Please indicate with an 'X' in the appropriate space how you wish your vote to be cast. Unless otherwise instructed, the proxy will vote as he thinks fit or abstain.

ORDINARY RESOLUTION

	For	Against	Vote Withheld**
1. To authorise the directors to allot shares pursuant to section 551 of the Companies Act 2006.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SPECIAL RESOLUTION

	For	Against	Vote Withheld**
2. To empower the directors to allot shares for cash without first offering them to existing shareholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* You may, if you wish, in the space provided insert the name(s) of the person(s) of your choice to attend and vote at the meeting on your behalf.

** Please note that if the "Vote Withheld" box is marked with a "X" the shareholder will not be counted in the calculation of votes "For" and "Against" and the shareholder will not be taken to have given his/her/their discretion to the proxy, on how to vote.

Signature _____

Dated _____ day of _____ 2011

Notes :

- 1.1 *As a member of the Company, you are entitled to appoint another person as your proxy to exercise all or any of your rights to attend, speak and vote at the meeting. You can only appoint a proxy using the proxy form and the procedures set out in these notes.*
- 1.2 *Appointment of a proxy does not preclude you from attending the meeting and voting in person. If you have appointed a proxy and attend the meeting in person, your proxy appointment will automatically be terminated.*
- 1.3 *A proxy does not need to be a member of the Company but must attend the meeting to represent you. To appoint a person other than the chairman of the meeting as your proxy, insert that person's full name in the box. If you sign and return the proxy form with no name inserted in the box, the chairman of the meeting will be deemed to be your proxy. If you appoint someone other than the chairman as your proxy, you are responsible for ensuring that they attend the meeting and are aware of your voting intentions. If you wish your proxy to make any comments on your behalf at the meeting, you will need to appoint someone other than the chairman and give your proxy the relevant instructions directly.*
- 1.4 *To be effective, this proxy form must be completed and returned to Capita Registrars at: PXS, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU not later than 48 hours before the time of the meeting or any adjournment thereof, together, if appropriate, with the power of attorney or other authority (if any) under which it is signed or a notarially certified copy of such power or, where the proxy form has been signed by an officer on behalf of a corporation, a notarially certified copy of the authority under which it is signed.*
- 1.5 *In the case of a member which is a company this proxy must be given under its common seal or be signed on its behalf by an attorney or officer duly authorised.*
- 1.6 *You may appoint more than one proxy provided each proxy is appointed to exercise the rights attached to a different share or shares held by you. You may not appoint more than one proxy to exercise the rights attached to any one share. If you wish to appoint multiple proxies, you may photocopy the form of proxy, fill in each copy in respect of different shares and send the multiple forms together at the address referred to in note 1.4 above. In each case, please ensure that all of the proxy forms in respect of one registered holding are sent in the same envelope, to the extent possible.*
- 1.7 *Where a form of proxy does not state the number of shares to which it applies (a "blank proxy") then that proxy is deemed to have been appointed in relation to the total number of shares registered in your name ("your entire holding"). In the event of a conflict between a blank proxy and a form of proxy which does state the number of shares to which it applies (a "specific proxy"), the specific proxy shall be counted first, regardless of the time it was sent or received (on the basis that as far as possible, the conflicting forms of proxy should be judged to be in respect of different shares) and remaining shares will apportioned to the blank proxy (pro rata if there is more than one).*
- 1.8 *Where there is more than one proxy appointed and the total number of shares in respect of which proxies are appointed is no greater than your entire holding, it is assumed that proxies are appointed in relation to different shares, rather than conflicting appointments have been made in relation to the same shares.*
- 1.9 *When considering conflicting proxies, later proxies will prevail over earlier proxies, and which proxy is later will be determined on the basis of which proxy is last sent (or, if the Company is unable to determine which is last sent, last received). If conflicting proxies are sent or received at the same time in respect of (or deemed to be in respect of) your entire holding, none of them shall be treated as valid.*
- 1.10 *In the case of a joint holding, a proxy need only be signed by one joint holder. If more than one such joint holder lodges a proxy only that of the holder first on the register of members will be counted. Any alternations made to this proxy should be initialled.*