



## For Immediate Release

Genetec™ at IFSEC International 2016  
Stand #F-550  
21-23 June, 2016 Excel, London

## Genetec Inc. to Showcase New Version of Security Center with Advanced Cyber Security, Privacy, and Access Control Features at IFSEC International 2016

*Exhibiting New Innovations Designed to Deliver ‘Hardened’ Security of Security Tools and New Subscription Model for Company’s Flagship Security Platform*

**LONDON, 7<sup>th</sup> June, 2016** – [Genetec Inc.](#) (“Genetec”), a leading provider of open-platform, unified IP security solutions, invites [IFSEC International 2016](#) attendees to visit its newly-designed experience center at stand # F550 for demonstrations and previews of technology, trends, and insights that are shaping the physical security industry in 2016 and beyond. The conference takes place from 21-23 June at the Excel Centre in London.

Visitors to the Genetec stand will be able to see the first public demonstration of Security Center 5.5, the latest version of its flagship unified security platform, featuring added authentication and authorization protection, new encryption and privacy features, a disaster recovery mode, video management enhancements, expanded access control features.

Genetec will offer previews of new and in-development technologies benefitting large-scale enterprise and institutional clients with advanced new decision support capabilities and an intuitive map-based user interface. Additionally Genetec will demonstrate its new [Security Center Subscription](#) model with “pay-as-you-go” based ownership that removes the usual operational expenditure (OpEx) costs for a term-based, affordable introduction to Security Center for enterprise and small and medium size (SMB) outlets.

### Privacy & Security

To ensure the highest levels of privacy, users can now automatically anonymise the identity of people on camera by employing a new foreground-masking feature. The software streams a redacted version of the

video with encrypted and locked access to the original, ensuring security operators in the control room cannot personally identify individuals unless a valid security issue requires them to do so. Combined with a series of encryption, authentication and access security measures, Security Center assures sensors such as cameras, intercoms and door controllers stay 'hardened' to cyber-attack.

Security Center users can implement digital certificates to establish trust within their security environment, while the use of the latest encryption standards such as TLS, AES-128, and RSA results in more secure communications between all Security Center client and server applications. Taking it one-step further, Security Center can encrypt video data at-rest (while the data 'rests' in an archive), or in-transit (while the data is in movement on the network), ensuring the privacy of live and recorded video. To streamline multi-organization collaboration, organizations can leverage third-party claims services, including Microsoft Active Directory Federation Services, to authenticate and manage Security Center users across organizations and domains.

"It is correct that visitors to IFSEC are rightly concerned about discovering the right balance between privacy and security," said Andrew Elvish, Vice President, Marketing and Product Management at Genetec Inc. "At this year's conference, we are addressing these concerns head on by introducing new privacy and security controls that enable systems to be best matched to the specifics of the situation in which they will be used."

### **Flexibility of Ownership**

Genetec has announced two new subscription-based ownership models for its flagship unified security platform, Security Center, addressing the evolving way customers wish to own and access software. Security Center Subscription introduces new flexible ownership and payment options that allow customers to receive the same local, on-premises version of Security Center but pay for it on a monthly or annual basis, as opposed to purchasing the entire system up front. When purchasing on subscription, customers also benefit from the Genetec online support resources and qualified support professionals by phone or through live chat, as well as access to Security Center Cloud services with risk-free trials included in the price. Security Center Subscription is available immediately through a new Genetec self-service portal.

[Security Center Compact](#) is a new entry-level offering which supports up to 25 cameras and provides an easy “no training required” option for smaller sites and customers with basic video management requirements. It offers a clear upgrade path as an organisation’s security needs evolve, enabling users to move on to a higher edition of Security Center without having to install or redeploy new system software. Genetec certified channel partners can sign up for offer clients a 90-day trial of Security Center Compact through the [Channel Partner Portal](#).

### **Law Enforcement & Parking**

The Genetec experience center IFSEC will feature the latest version of its [AutoVu™](#) automatic number plate recognition (ANPR) solution, highlighting the newest tools for law enforcement and parking with the latest generation [Sharp](#) and [SharpX](#) camera hardware. [AutoVu Managed Services](#) and [Free-Flow](#) offer new [parking enforcement](#) and management modules that helps increase parking efficiency.

### **About Genetec™**

Genetec™ develops open-platform software, hardware and cloud-based services for the physical security and public safety industry. Its flagship product, Security Center, unifies IP-based video surveillance, access control and license plate recognition (LPR) into one platform. A global innovator since 1997, Genetec™ is headquartered in Montreal, Canada, and serves enterprise and government organizations via an integrated network of resellers, integrators and consultants in over 80 countries. Genetec™ was founded on the principle of innovation and remains at the forefront of emerging technologies that unify physical security systems. For more information about Genetec™, visit: [www.genetec.com](http://www.genetec.com).

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