



## For Immediate Release

### Genetec EMEA Expands Offices to Support Strong Market Growth and Enhance Customer Support

**Montreal, Canada, May 3, 2012** — Genetec, a pioneer in the physical security industry and a leading provider of world-class unified IP security solutions, announced today that increasing market demand for its innovative solutions in regions across Europe, Middle East, and Africa (EMEA) has prompted major expansions of their Paris and Dubai offices as well as the opening of a new office in London. With these expansions, Genetec aims to: enhance its accessibility and service to local partners and end users; reinforce its concept of security system unification; and provide a more dynamic work environment for its growing workforce.

The new London office is located at Watford's Clarendon Road, just 20 minutes from downtown London by train. According to Jean-Philippe Deby, Director of Sales—Europe, "The United Kingdom is a very important market for us; so not only did we want to strengthen our local support, but we want this office to become a tool that our integrators and consultants can use to have their customers experience our latest innovations, without having to travel too far."

Although Genetec has established a strong presence in Paris and Dubai for over a decade, both new offices have now doubled in space, accommodating aggressive regional growth plans and providing room for expanded meeting facilities and state-of-the-art solutions showrooms.

"We wanted to invest in facilities that would better showcase our extensive offering to the EMEA market and which would better reflect our passion for innovation," said Ted Ghali, Vice President and Managing Director—Sales EMEA. "These new offices offer our employees and partners space where they can demonstrate, conceptualize, and engineer some of the most cutting-edge solutions the security industry has ever seen."

As the main European hub for Genetec, the Paris office has seen the greatest change. Not only has the expansion accommodated the merger of the recently-acquired Sipelia team with local Genetec representatives, but also now combines the resources, infrastructure, and organizational culture that mimics Genetec's head office in Montreal. Operations have extended beyond sales, sales engineering, and technical support departments to include research and development, project management, custom solutions, field support, and marketing.

The two-floor ultra-modern office is also home to new meeting spaces, training facilities, and a hi-tech solutions center where customers can get a glimpse of Genetec's vision for the future of security. "Genetec has grown tremendously, and become much more than IP video surveillance; and this new office allows us to really showcase this," said Jose Breval, Director of Custom Solutions. "This is a space where our customers can see our solutions and those of our technology partners in action, try them out, and envision the endless possibilities for their own security installations."

#### About Genetec

Genetec is a pioneer in the physical security and public safety industry and a global provider of world-class IP license plate recognition (LPR), video surveillance and access control solutions to markets such as transportation, education, retail, gaming, government and more. With sales offices and partnerships around the

world, Genetec has established itself as the leader in innovative networked solutions by employing a high level of flexibility and forward-thinking principles into the development of its core technology and business solutions. Genetec's corporate culture is an extension of these very same principles, encouraging a dynamic and innovative workforce that is dedicated to the development of cutting-edge solutions and to exceptional customer care. For more information, visit [genetec.com](http://genetec.com)

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