



## For Immediate Release

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## Genetec Makes Migration from Analog to IP Video Surveillance Systems More Accessible than Ever with New Low-Cost Promotional Offering

*Time-limited "Smart Analog Package" allows analog users to upgrade to Genetec's industry leading VMS at an unbeatable price of US\$131/channel (MSRP) for a 16-channel encoder and Security Center software bundle*

**CHICAGO, IL September 24, 2013**— [Genetec™](#), a global leader in unified IP security systems today announced the "[Smart Analog Package](#)" designed to provide analog users with the simplest path to access the greater flexibility and capabilities available with an IP-based video surveillance system, while still protecting their investment in analog cameras and infrastructure.

As analog users look to upgrade to more capable and versatile IP-based video surveillance systems, many still have a sizeable investment in analog devices that are not at the end of their usefulness. To help manage this transition, the Smart Analog Package has been created to enable users to choose from the industry's most affordable video encoders that will allow them to preserve their existing analog video equipment, while giving them access to Genetec's industry leading video management software (VMS). The package will be broadly available to all Genetec Certified channel partners through Ingram Micro for a limited time, with orders accepted the first week of October, and ending March 31<sup>st</sup>, 2014.

The promotion will initially be introduced to the United States and Canadian markets at US \$2,090 (MSRP) via a special bundle that includes Genetec's latest [Security Center 5.2](#) platform with 1-year software support and maintenance, and the VIP X16 XF E—a 16-channel video encoder that provides excellent image quality while minimizing bandwidth and storage requirements—from Bosch Security Systems, Inc.

"With this affordable package, analog installations can further reduce the cost and ease the path to a network based solution. Joining with our strategic partner Bosch enables us to provide users with the tools to maintain, manage, and eventually transition existing equipment that can still provide a useful lifespan. The advantages of this combined solution are multifold: not only can a company reduce the cost of transitioning to IP, they also

reap the benefits of our enterprise-class video platform that will provide open support for a wide range of IP cameras and integrate to other key security and business systems,” says Guy Chénard, VP Sales at Genetec.

“Working with Genetec on this initiative helps bring high-performance, cost-effective Bosch encoder technology to the many organizations that can benefit from the advanced functionality that an IP-based surveillance system delivers,” said Jeremy Hockham, President of Sales - Americas, Bosch Security Systems, Inc. “We have been partners with Genetec for years and together can offer new opportunities for easy-to-implement solutions that will move the market forward in this video technology migration.”

For more information about the Genetec “*Smart Analog Package*” promotion, visit:  
<http://www.genetec.com/analog>.

#### **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://www.genetec.com)

#### **For more information:**

##### **North America**

Véronique Froment  
Highrez PR  
Email: [veronique@highrezpr.com](mailto:veronique@highrezpr.com)  
Tel: +1 603.537.9248

##### **UK | Scandinavia | Benelux**

Robert Hickling / Louise Stewart-Muir  
SAY Communications (UK)  
Email: [genetec@saycommunications.co.uk](mailto:genetec@saycommunications.co.uk)  
Tel: +44 0 20.8971.6400

##### **Europe | Middle East and Africa (EMEA)**

France | Italy | Portugal | Spain | Switzerland(FR)  
Meda Casunean- Genetec PR  
Email: [mcasunean@genetec.com](mailto:mcasunean@genetec.com)  
Tel: +33 0 6.16.43.24.89

##### **Germany | Austria | Switzerland(D)**

Heike Blödorn, Blödorn PR  
Email: [bloedorn@bloedorn-pr.de](mailto:bloedorn@bloedorn-pr.de)  
Tel: +49 0 721.92046.40

##### **Asia Pacific**

**Jaime Li**  
Email: [jli@genetec.com](mailto:jli@genetec.com)  
Tel: +65 6334.75.38