



For Immediate Release

Genetec Makes New Strategic Appointments to Sustain Rapid Growth

Company Appoints New General Manager for AutoVu, New VP Marketing, New VP HR

MONTREAL, August 28, 2012 - [Genetec](#), a pioneer in the physical security industry and a leading provider of world-class unified IP security solutions, announced today a number of strategic hires and changes that have been made to the organization in recent quarters to further position the business for growth.

Stephan Kaiser, who was previously Genetec's North American Director of Sales, will now head the Company's License Plate Recognition segment to help support increased global demand for Genetec's AutoVu product line.

Andrew Elvish has been appointed Vice President of Worldwide Marketing. In this newly created position, Andrew will be responsible for further developing the Genetec brand across new markets, and putting in place global go-to-market and communications strategies designed to support Genetec's rapid growth. A senior technology executive with a proven track-record in the high-end entertainment, media, defense and aerospace technology markets, Andrew comes to Genetec from Presagis, a wholly owned subsidiary of CAE, Inc. where he was Vice President of Marketing and Operations.

Jill Ram has joined Genetec as the Company's new VP of Human Resources. Jill brings 15 years of experience and a strong background in leading human resources for a variety of technology organizations in both start-up and mature phases. At Genetec, Jill will devise HR strategies to help drive the Company's global growth plans and develop company-wide programs that foster Genetec's culture of innovation, dedication and exceptional customer care across borders and cultures.

"Thanks to increasing market requirements for IP video surveillance, access control, and license plate recognition solutions, Genetec has enjoyed an average annual revenue growth rate of about 30 percent. We have developed an integrated security platform that meets the needs of customers across the retail, transportation, education, and government sectors and are rapidly expanding our international operations. With Andrew's experience in managing international marketing programs, Jill's expertise in creating global corporate cultures and hiring programs, and Stephan's proven success in driving sales revenue, we are ready to take our company to the next level," commented Genetec's CEO Pierre Racz.

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

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