



For Immediate Release

NRF Loss Prevention and Expo
Broward County Convention center
Fort Lauderdale, FL
June 11-12
Booth #1309

Genetec Showcases IP-Based Security Solutions for Retailers at NRF Loss Prevention Conference and Expo

Announces General Availability of its SV-32 Network Security Appliance, Showcases Unified IP-Based Security Platform and Affordable Cloud-based Video Surveillance System for Retailers

Fort Lauderdale, FL – June 10th 2014 – At the National Retail Federation ([NRF](#)) Conference and Loss Prevention Expo (booth [#1309](#)), Genetec™, a leading provider of unified IP security solutions, will showcase its recently released SV-32 network security appliance, and latest enhancements to the Security Center platform that unifies video surveillance ([Omnicast](#)), access control ([Synergis](#)), license plate recognition ([AutoVu](#)), as well as third-party security systems. Genetec systems are designed to help retailers deploy a customized, unified loss prevention platform that can link POS, analytics, intrusion, EAS, and RFID systems with video surveillance to reduce loss and improve security in their stores.

Now Available: SV-32 Turnkey Network Security Appliance

The latest addition to the Genetec line of network security appliances, the new SV-32 is designed for retail and banking organizations that require a small-size Network Video Recorder (NVR). Now available for purchase from Genetec Channel Partners in the Americas, Australia, Europe and select countries in Asia, the SV-32 can support up to 32 IP cameras and comes pre-installed with Genetec Security Center software, verified hardware configurations, and the new intuitive Installer Assistant tool—included in all Genetec network appliances—which accelerates set up time. The Installer Assistant initiates automatic discovery of cameras and video devices

on the network, allowing technicians to rapidly select and configure desired camera settings, recording modes and schedules in Security Center.

“Retail and banking customers were asking for an NVR appliance solution that supports recording and playback on the same unit, so we are happy to deliver the Genetec SV-32, which addresses that need, along with a cost effective way to leverage HD and megapixel cameras and analog encoding options,” said Scott Thomas, director of retail market development, Genetec. “With the Security Center Federation feature, which allows independent sites to connect and share access with some-or-all of their cameras for centralized monitoring across multiple locations, and the Installer Assistant, we think the SV-32 will fill the perfect niche between our SV-16 and SV-Pro products,” added Thomas.

With support for all Security Center edge device integrations, SV- 32 customers can choose from a wide range of HD and megapixel cameras, as well as cost-effective video encoders that leverage their existing analog hardware, mitigating the cost of transitioning to a fully IP-based system. For surveillance across multiple stores or sites, the SV-32 can easily deploy and distribute the Security Center Federation feature, which allows independent sites to share access with some-or-all of their cameras, facilitating centralized monitoring across multiple locations.

Genetec and Prism Skylabs Help Enhance In-Store Insights to Increase ROI for Retailers with Video Analytics

Visitors to the Genetec booth will also be able to see how [Prism Skylabs](#)' retail analytics can help retailers measure offline conversion, understand long-term traffic and engagement trends and collect powerful analytic data using the cameras they already have in place. Prism Skylabs delivers analytic insights through detailed imagery and reports, offering easily accessible customer interaction and business intelligence data that provide sales, marketing and customer engagement departments with better understanding of shopping and customer trends.

Cloud-based Video Surveillance for Retailers

Genetec will also demonstrate the latest release of [Stratocast](#), its cloud-based video surveillance as-a service (VSaaS) system, powered by the Microsoft [Azure](#) cloud-computing platform. Stratocast delivers a reliable, affordable video surveillance service for small and mid-sized businesses (SMBs), without the costs associated with installing and maintaining on-premise servers and storage. The Stratocast system can also be viewed within Security Center, providing an effective hybrid-solution for large and distributed retailers that need to easily deploy and monitor cameras across multiple stores, while limiting their investment in on-site storage.

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

--ends--

For more information:

North America

Véronique Froment
Highrez PR
Email: veronique@highrezpr.com
Tel: +1 603.537.9248

Mexico / Caribbean

Patricia Tawil
IDESA Ideas Estratégicas Aplicadas
Email: ptawil@idesa.com
Tel: 52 555 109 05 94

Brazil

Luciane Bernardi
Capital Informação
Email: luciane@capitalinformacao.com.br
Tel: +55 11 3926-9517
Mob: +55 11 98 224-4404

EMEA/ UK

Robert Hickling
SAY Communications (UK)
Email: genetec@saycommunications.co.uk
Tel: +44 (0) 20 8971 6400

Meda Casunean (FR)
France/Italy/Portugal/Spain/ Middle East
Email: mcasunean@genetec.com
Tel: +33 (0) 6 16 43 24 89

Scandinavia

Claus Fønnesbech / Synne Eriksen
Discus-Communications (Denmark)
Email: cfo@discus-communications.dk
Email: s.Eriksen@discus-communications.dk
Tel: +45 33 38 43 03 Mob: +45 25 88 41 07
Office Tel: +45 33 32 03 00

Asia Pacific

Jaime Li
Genetec PR
Email: jli@genetec.com
Tel: +65 6334.75.38

© 2014 Genetec. All rights reserved.. Security Center, Synergis Master Controller, AutoVu, Synergis, Omnicast, Genetec, and the Genetec logo are either registered trademarks or trademarks of Genetec. All other trademarks contained herein are the property of their respective owners.