

## Media Alert

### **Genetec Security Center helps World of Volvo safeguard visitors and vehicles at brand experience center**

Unified security platform supports central monitoring, fast incident response, and multi-site oversight

**MONTRÉAL, May 12, 2026** — [Genetec Inc.](#) (“Genetec”), the global leader in enterprise physical security software, today announced that World of Volvo, a 22,000 m<sup>2</sup> brand experience center in Gothenburg, Sweden, has deployed Genetec™ [Security Center](#) to help protect the venue, its visitors, and the vehicles on display.

World of Volvo is a joint initiative of Volvo Group and Volvo Cars. Safety is central to the Volvo brand, with a long-standing vision of zero accidents, a commitment that extends beyond drivers to everyone who visits the experience center.

The facility hosts permanent and temporary exhibitions of historical, contemporary, and future Volvo vehicles, as well as performances and external events such as book launches and presentations. More than 2,500 visitors enter the experience center each day. In line with Volvo’s safety strategy, the goal is to provide all guests with a secure and well-managed environment.

To support that objective, guards manage Genetec Security Center from a central control room, monitoring over 100 i-PRO cameras installed throughout the building. These include PTZ (pan-tilt-zoom), fisheye, and multi-sensor cameras. The project was managed by Swedish systems integrator Granitor.

“With Security Center, it’s easy to see what’s happening and make quick decisions on how to respond. The platform’s usability is great; we were up and running in half a day,” said Ulf Hermansson, Facility & Security Manager at World of Volvo. “Ease of use is critical, as several external safety guards are using Security Center in our central control room.”

In addition to the brand experience center, a Volvo warehouse site has also implemented Genetec Security Center. Using the Federation™ feature, security personnel can handle alarm verification and gate control for the warehouse directly from the central control room. Systems across both sites run on Genetec Streamvault™, a line of turnkey, pre-hardened security infrastructure appliances (servers, workstations, and recorders) pre-loaded with [Genetec Security Center](#).

“The quality and features of Genetec Security Center match our safety standards, using intelligent technology. It ensures that our visitors feel as safe in our building as they would in a Volvo,” added Hermansson.

To learn more about how World of Volvo is using Genetec physical security solutions, read [the full customer story](#).

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## About Genetec

Genetec Inc. is a global technology company that has been transforming the physical security industry for over 25 years. The company’s portfolio of solutions enables enterprises, governments, and communities around the world to secure people and assets while improving operational efficiency and respecting individual privacy.

Genetec delivers the world's leading products for video management, access control, and ALPR, all built on an open architecture and designed with cybersecurity at their core. The company’s portfolio also includes intrusion detection, intercom, and digital evidence management solutions.

Headquartered in Montreal, Canada, Genetec serves its 42,500+ customers via an extensive network of accredited channel partners and consultants in over 159 countries.

For more information about Genetec, visit: <https://www.genetec.com>

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