

For Immediate Release

Security Exhibition + Conference 2018
July 25-27th.
Melbourne Convention and Exhibition Centre (MCEC)
Genetec Stand #D-8

Genetec Announces Show Lineup for Security Exhibition + Conference 2018 in Melbourne

Genetec will showcase unified security solutions and applications, access control and intrusion hardware, and purpose-built security infrastructure appliances customized for the ANZ market

MELBOURNE, 11th July 2018—[Genetec Inc.](#) (“Genetec”), a manufacturer of unified security, public safety, operations, and business intelligence solutions, today announced its show lineup for [Security Exhibition + Conference 2018](#). Delivering innovative solutions for physical IP security for 21 years, Genetec will showcase [Security Center](#), its open-architecture unified security platform, and give demonstrations of data science-driven analytics and applications, access control with intrusion capabilities, and security infrastructure appliances created for the Australia / New Zealand market.

Security

New features in Security Center (v5.7) consist of enhanced privacy protection for individuals to help users meet new data privacy and confidentiality mandates. A new reporting feature in version 5.7 automatically alerts system administrators to outdated camera firmware. Security Expo visitors will have the opportunity to see how KiwiVision™ [Privacy Protector™](#)—a core module in Security Center—dynamically anonymizes video to ensure privacy for public and private video surveillance settings.

“As security and operations continue to converge, Genetec develops clever innovations that help protect people and physical assets, gathering business intelligence to help our end users better understand their environments to realize greater efficiencies,” said Daniel Lee, Managing Director for Genetec APAC. “At

Security Expo 2018, Genetec is showing how our solutions incorporate data science to correlate information and convert unstructured data into actionable insights that help organisations make data-driven decisions,” added Lee.

Genetec will demonstrate its [Security Center Synergis™](#) access control system, engineered to serve the ANZ market, which merges the worlds of access control and intrusion detection. Visitors to the stand will also see [Streamvault™](#), a turnkey security infrastructure appliance, built with a simplified software delivery system and local support for the ANZ market.

Operations

[Genetec Mission Control™](#), is a collaborative decision and event management software that provides organisations with new levels of situational intelligence, visualisation, and complete incident management capabilities. Security personnel can make comprehensive, informed decisions when faced with routine tasks or unanticipated situations. [Traffic Sense™](#) helps combine intelligent transportation systems (ITS) with changing traffic patterns and driver behaviours in both rural and urban environments for improved traffic flow.

Intelligence

Genetec will showcase industry specific applications that help retailers and airport business managers understand customer and passenger data with [Retail Sense™](#) and [Airport Sense™](#). Both are designed to provide collaborative insights and intelligence to meet the explicit needs of retailers and airports, helping maintain physical security, optimised customer flow, and insights for advanced retail and airport intelligence.

Privacy & Cybersecurity

With GDPR now in effect in the European Union, and influencing global privacy and data security practices, Genetec continues in its mission to engage and educate IT and security professionals on these issues. Genetec has created the [Genetec Trust Center](#), a central repository of educational materials focused on cybersecurity, privacy, and Security of Security topics to help systems integrators and customers understand trusted best practices to keep people and organisations safe and secure.

Meet the Genetec team at Security Expo + Conference 2018 on stand #D-8, with [Philippe Ouimette](#), Director of Strategic Partnerships in APAC, George Moawad, Regional Sales Manager for ANZ, and [Tiago Ferreira](#), Business Development Manager for ANZ, in place to address all physical security topics and needs.

About Genetec

Genetec Inc. is an innovative technology company with a broad solutions portfolio that encompasses security, intelligence, and operations. The company's flagship product, Security Center, is an open-architecture platform that unifies IP-based video surveillance, access control, automatic license plate recognition (ALPR), communications, and analytics. Genetec also develops cloud-based solutions and services designed to improve security, and contribute new levels of operational intelligence for governments, enterprises, transport, and the communities in which we live. Founded in 1997, and headquartered in Montreal, Canada, Genetec serves its global customers via an extensive network of resellers, integrators, certified channel partners, and consultants in over 80 countries.

For more information about Genetec, visit: www.genetec.com

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