

Press Release

Genetec to showcase innovations for public safety & urban mobility with Microsoft

Companies to exhibit at Smart City Expo World Congress from 7-9 November

BARCELONA, 18 October, 2023—[Genetec Inc.](#) (“Genetec”), a leading technology provider of unified security, public safety, operations, and business intelligence solutions, has announced its plans for the Smart City Expo World Congress, taking place from 7-9 November at Fira Barcelona. Genetec will be present on the Microsoft booth (Hall 1, Stand C60).

Evolutions in smart technology, sensors and cloud connectivity have transformed the options available to those responsible for urban planning. However, without a unified platform to combine and make sense of all this data, there is a danger of creating management inefficiency and information overload. Not to mention the risk of introducing exposure to new privacy and cybersecurity-related vulnerabilities.

The Genetec™ justice & public safety portfolio addresses this by centralizing the management of all city-wide security technology through a single unified platform. Operators can manage all their security cameras, automatic license plate recognition, and other sensors through one application, with customized dashboards and access rights for individual employees, control room teams and governmental bodies. They can leverage the cloud to facilitate video and evidence sharing for public and private partnerships and drive efficiencies associated with the secure, audited, collection and sharing of evidence.

"We look forward to collaborating with the governments and organizations that are actively engaged in creating safer, greener and more efficient urban spaces," says Rafael Martin, Sales Director Southern Europe Genetec Inc. "Alongside Microsoft, we'll be demonstrating our most cutting-edge urban innovations, all which come with privacy and cybersecurity from the outset.

As part of its presence on the Microsoft stand, Genetec will deliver two expert talks on leveraging technology to help solve some of public safety biggest challenges. The first will take

place on Tuesday 7 November at 2.20 pm covering the benefits of the cloud for delivering resilient and secure technology. The second is scheduled for Wednesday 8 November at 10.40 am covering traffic management, smart parking, and the enforcement of Low Emission Zones (LEZs).

For further information regarding Genetec and its solutions, please visit www.genetec.com.

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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. Today, the company develops solutions designed to improve security, intelligence, and operations for enterprises, governments, and the communities in which we live. Its 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. Founded in 1997, and headquartered in Montreal, Canada, Genetec serves its customers via an extensive network of certified channel partners and consultants in over 159 countries.

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

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