

For Immediate Release

Genetec Launches New State-of-the-Art Virtual Experience Center

PARIS, 02/18/2021 — [Genetec Inc.](#) (“Genetec”), a leading technology provider of unified security, public safety, operations and business intelligence solutions, today announced the launch of its brand new Virtual Experience Center. The platform enables channel partners and end users to easily and efficiently collaborate with Genetec employees to discuss projects, view demos and access materials, in one virtual environment from anywhere in the world.

The online platform recreates the same personalized interaction of visiting the existing Genetec Experience Centers in Montreal, Paris, London, Dubai and Singapore. By invitation, individuals and groups can efficiently dive deep into the world of security, operations and intelligence from wherever they are based. All without having to factor travel costs or journey times.

The virtual center easily accommodates meetings, events and high-level demonstrations of the Genetec unified security platform, which helps simplify operations by seamlessly blending IP security systems within a single intuitive interface. From access control, video surveillance, and automatic license plate recognition to communications, intrusion detection, and analytics, Genetec empowers organizations through enhanced situational awareness, unified command and control, and connectivity to the cloud.

“By engaging in an online environment, those who visit the Virtual Experience Center, are able to get the right information and tools to thrive in the modern era, where physical and cyberthreats are evolving faster than ever. As security continues to top the news agenda, our experts are on hand to discuss and present how a unified approach can protect increasingly networked and high-risk environments.” said Cyrille Becker, General Manager for Europe at Genetec.

With the Virtual Experience Center, Genetec demonstrates its commitment to investing in innovation that improves the end-to-end customer experience. The virtual center, adds to its roster of innovation labs around the world, offering greater flexibility and reach.

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

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.

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