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## Press Release

# Genetec unveils new office and state-of-the-art Experience Centre in Sydney, Australia

New Experience Centre supports the company's expanding footprint in the ANZ region.

**Sydney, Australia, February 27, 2024** [Genetec Inc.](#) ("Genetec"), a leading technology provider of unified security, public safety, operations, and business intelligence solutions, today unveiled its new office and state-of-the-art Experience Centre, located in Sydney, Australia.

Named SYXC, the new Experience Centre is located within Sydney's Tech Central precinct at 477 Pitt Street and features innovative solutions from Genetec and its large ecosystem of industry-leading technology partners. The new facility serves as a hub for Genetec partners and customers located in the ANZ region. SYXC is the latest addition to the company's existing Experience Centres in Montreal, Paris, London, Mexico City, Washington D.C., Dubai, and Singapore.

The Hon. Anoulack Chanthivong, New South Wales Minister for Industry and Trade joined Pierre Racz, President, Genetec Inc., Michel Chalouhi, Genetec Vice President of Global Sales, Andrew Elvish, Genetec Vice President of Marketing, Daniel Lee, Genetec Managing Director of APAC, and George Moawad, Genetec Country Manager of Australia and New Zealand, along with Invest Quebec and other dignitaries for the unveiling. Genetec partners at the launch included Convergent Technologies, Fortis, and ACG Integration.

Mr. Chanthivong congratulated Genetec on the opening of its new Experience Centre and for choosing Tech Central as the base for its Oceania headquarters.

"This is another vote of confidence in NSW as the premier destination in Australia for global businesses to invest and grow. Tech Central is Australia's largest technology and innovation hub, and we welcome Genetec to its growing community of members," Mr. Chanthivong said.

“Fostering innovation growth through international collaboration, partnerships, and cutting-edge technology is critical to future-proofing the state. We welcome the Genetec commitment to creating jobs and investing in NSW and look forward to working with them to lock in future growth.”

“Genetec is investing significantly and playing a lead role in supporting Australian and New Zealand private sector organisations and government agencies to strengthen and bolster their physical security operations,” says Daniel Lee, Managing Director, APAC, Genetec Inc. “With the opening of the Sydney Experience Centre, Genetec is continuing to expand its global footprint to give channel partners, technology partners, and end users an opportunity to experience first-hand the innovative technology and solutions that Genetec has to offer.”

The state-of-the-art Experience Centre will operate as a fully functioning Security Operations Centre and include an Internet of Things (IoT) wall, providing an immersive experience for customers in any industry to see how Genetec solutions can directly enhance their security and operations. Other features include a training centre and a modern workspace to accommodate the fast-growing Genetec ANZ team.

“Genetec will showcase video management, access control, license plate recognition, security and communications management, and secure cloud services to protect people and places. We encourage organisations interested in viewing the innovative physical security technology and solutions in action to contact us for a personalised tour,” explains George Moawad, Country Manager, ANZ, Genetec Inc.

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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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**Media Enquiries:**

For more information, to arrange interviews or request a media tour of the new Experience Centre, please contact:

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