

Hikvision NVRs Integrated with Pelco Network Cameras

HIKVISION

PELCO

by **Schneider Electric**

Hikvision Digital Technology and Pelco by Schneider Electric, announced the expansion of their existing integration to include the latest range of Hikvision NVRs and Pelco network cameras. The Hikvision NVR series included in this integration are the DS-9600 series, DS-9500 series, DS-8600 series, and DS-7600 series. They will now natively support all industry-leading Pelco network cameras, including Sarix Mega-Performance Cameras (IX, IM, ID series cameras), Spectra IP High Definition cameras, and multi-channel Network Encoders. "The video surveillance market has taken a major leap forward toward IP-based surveillance solutions. Ensuring this trend, Hikvision is devoting its efforts in integrating with other global brands, to meet various surveillance demands in the market," said Keen Yao, International Marketing Director of Hikvision. "The cooperation between Hikvision and Pelco will allow our system integrators to offer the combined advantage of Pelco network cameras and Hikvision NVR solutions." "Our collaboration with Hikvision demonstrates Pelco's commitment to be a true Open Systems Provider through our Partner First Program, and we will continuously focus on the areas that will offer flexible, reliable and scalable feature-rich integrated security solutions to our mutual customers," says Fenghua Gao, Pelco APAC Integration Manager. "We are excited about this integration as it opens the door to achieve win-win cases for both the companies in the video surveillance market."

Axis Signs Distribution Agreement with ADI

Axis Communications, announced that it has expanded its distribution in India by signing on ADI, a leading distributor in the security space. With this association, customers in India will now have an easier access to Axis network video products with an augmented expertise and service from ADI.

"As a 100 percent channel driven organisation, we have placed considerable emphasis on building our channel network in India, over the last few years. Continually developing and growing our partnerships to meet evolving customer need across India, is at the heart of our business strategy," said Sudhindra Holla, Country Manager, Axis Communications, India. "Axis and ADI together will provide IP Based Video Surveillance Technology. We believe that ADI has the wide competence and expertise needed to drive the transition from analog to digital surveillance in the Indian market and will be an important addition to our distributor channel."

"This agreement represents a major step forward for our investment in network video. Today, Axis is a significant supplier to ADI in the global market and therefore it is a natural step that ADI India will now work with the leading manufacturer of network cameras. Axis complements our range of network video portfolio which also includes the leading software vendors," says Anil Mehra, Director ADI India.

ADI, which has been partnering with Axis globally since 1997, specializes in multi-category distribution of CCTV, IP CCTV, Fire, AV, Intrusion and Home Systems, Scanning and Mobility products.

Matrix Partners with ITRADS to Expand in Saudi Arabia Market

Matrix Comsec, one of the leading manufacturer of Security Products has Partnered with ITRADS to Expand its operations in Saudi Arabia Market. Matrix Comsec has developed a comprehensive range of door controllers and a feature rich software to suit the requirements of small businesses and large enterprises. Intergated Trading Services, ITRADS is one of the leading firms for licensing and software installation. Some of the products and solutions it provides includes Business Process Consulting, Enterprise Resource Applications, Staff Augmentation, Software Development etc. With deep business and technical acumen, ITRADS have helped business productivity to reach new heights.

"We at Matrix are excited by our partnership with ITRADS to develop our business in Saudi Arabia. Together we plan on providing comprehensive and feature rich access control and time-attendance solution for all businesses to increase security and improving productivity" said Abhay Joshi, Business Manager – International Security Sales for Matrix Comsec.

"We at ITRADS are extremely happy to associate with a world class Security Solutions Company, Matrix that provides outstanding product software and customer support that is helping our enterprise customers in KSA to experience the best in class security system that helps build sound HR systems and beyond" said Mohammed Hasan, Sr. Business Development Manager, ITRADS.

