

## **MEDIA RELEASE**

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### **DAHUA – emerging Chinese powerhouse announces Seadan Security & Electronics as exclusive brand distributor of its products in Australia.**

Emerging security Chinese powerhouse Dahua Technology expands its global network by forming a partnership with Seadan Security & Electronics to distribute its branded products. Dahua is an advanced video surveillance solution provider manufacturing leading edge CCTV software and hardware.

The partnership and exclusive distribution agreement allows Seadan to actively promote Dahua's superior and integrated video surveillance products to the Australian market, lifting the game in CCTV. Seadan will utilise its extensive national branch network and regional distribution centres, including Sprint Intercom & Security to sell and distribute these products bringing customers superior and outstanding video surveillance technology to their finger-tips.

"The alliance with Dahua brings greater depth and wider reach to the most innovative range of video surveillance Australia has ever encountered" says Managing Director, Ian Harris of Seadan. "Our customers will appreciate the sophisticated and revolutionary CCTV systems that will provide video surveillance like never before".

Dahua Technology based in China is rapidly taking the security video surveillance industry by storm world-wide. An emerging powerhouse boasting over 3,500 engineers in its R&D department to continuously advance and improve its products, Dahua is a force to be reckoned with. It is rapidly becoming one of the most respected names in global video surveillance due to its dedication and concentration on providing products that exemplify leading edge technology, quality, reliability and continuous improvement.

Dahua has enjoyed much recognition, awarded "Top 10 Security Brand in China" for nine years and ranked sixth "Security 50" by a&s magazine for five years. Moreover, Dahua has seized the second largest market share according to 2014 IMS global report.

Seadan Security & Electronics is a leading Australian wholesale supplier of security system solutions, including CCTV. Seadan is pleased to be appointed the exclusive supplier of Dahua, and their products are on display in all their showrooms across Australia.

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For more information, please contact David Pettigrew, National Marketing Manager – CCTV Division of Seadan Security & Electronics. Email: david.pettigrew@seadan.com.au or call (03) 9263-0111.