

MEDIA RELEASE

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Seadan's CCTV Retail Solutions Centre a hit at SEC 2016

Creating a *CCTV Retail Solutions Centre* was a refreshing and innovative approach from Seadan Security & Electronics at this year's Security Exhibition & Conference.

Steering away from the traditional stand format where all products are on display, Seadan decided to differentiate themselves and adopt a retail loss prevention angle. The risk paid off. Seadan created a CCTV Retail Solutions Centre to showcase all the latest innovative technology for Retail security. By doing something different, Seadan captured the crowd's attention and peak their interested.

"So many people stopped and enquired because they saw the word *Retail Solutions* on our stand who otherwise probably wouldn't have [stopped]" said Larry Kallenbach, Joint Managing Director of Seadan. "People could immediately see how retail security technology could benefit them and apply to their business".

Some of the stand-out technology on display from Dahua included mobile NVRs and camera solutions with GPS map tracking as well as live camera viewing over 4G and internet. There was also Body Worn cameras, Pin-hole cameras, Face Detection, Heat Mapping, People Count, Missing Object and POS Integration. Chosen to demonstrate and highlight the latest technology available, the passing crowd was suitably impressed. There was enormous interest with lengthy discussions and on the spot demonstrations.

Seadan Security & Electronics is a leading Australian wholesale supplier of security and CCTV system solutions. Seadan is the premiere national distributor of Dahua products, with local engineering support and Dahua products on display in all Seadan showrooms across Australia.

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