

MEDIA RELEASE

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Seadan Techie Brekkie Feeds Installers Technology At Daybreak

Piloted in Melbourne, Seadan hosted a Techie Brekkie demonstrating Dahua's HDCVI technology at 7.30am with fresh coffee and breakfast rolls recently.

According to Seadan, finding time out of their busy days to see new technology or the latest product innovations was proving difficult for integrator customers. All were interested but time poor and reluctant to turn work away. Turning to a previously proven successful formula, Seadan re-introduced Techie Brekkie.

Seadan staff said they were astonished as they watched van after van pulling into the car park to take advantage of the short demonstration and free breakfast.

"It's a winning formula" said Ian Harris, one of the managing directors at Seadan. "Our customers - the integrators, technicians and tradies – want to know about the latest security technology but simply don't have enough hours in the day to fit in demonstrations and training.

"Every month, Seadan's Techie Brekkie can give them a free comprehensive overview of what's new in the security industry, a bit of breakfast and coffee and then off they go to their first project of the day. It starts at 7.30am and they are out by 8.00am. It works for everyone."

Seadan Security & Electronics is running free Techie Brekkies every month in Melbourne, Sydney, Canberra, Brisbane and Perth on the second Tuesday of each month.

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