

Matrix Comsec

## Marketing Communication

*Matrix to showcase its enterprise grade, well-engineered security solutions at INTRESEC, Dubai (21st to 23rd January 2017)*

Matrix has participated in INTERSEC, to be held in Dubai from 21st to 23rd January 2017. The main objective behind participating in the event is to demonstrate our enterprise grade, well-engineered Security solutions.

In the event Matrix will showcase futuristic technologies from the security domain. The Matrix Access Control and Time-Attendance domain will showcase its newly launched Face Recognition technology for authentication through mobile. This technology enables contactless authentication with precise and accurate authentication. Matrix will also display its high-end cloud based Time-Attendance and Access Control solution. With Smartphones set to be next generation technology, Matrix will showcase its mobile based Access Control solution, whereby a user can either scan the QR Code or just twist his/her phone for authentication. Matrix will also showcase some extraordinary Biometric Door Controllers useful for applications in Time-Attendance, Access Control, Visitor Management, Cafeteria Management and more.

Matrix Video Surveillance wing is going to exhibit its Video Management solution SATATYA SAMAS which approaches threats in a logical, sequential manner through its unique features like CREAM (Cognitive Responsive Engine with Automated Monitoring). CREAM terminates false alerts by going through multi-stage verification, in which one analytic trigger another and the event is analyzed by a string of analytics. Being aware of the need of automation in medium, large and multi-location enterprises, we will demonstrate how SATATYA SAMAS can seamlessly automate the parallel working of various systems integrated in an organization. Alongside, we are going to present the recently launched new range of Network Video Recorders that are equipped with characteristics like Cascading, Camera-wise Recording Retention, Database Level Integration and plenty of other distinct features. In addition to this, we will also showcase the new range of IP cameras that are equipped with SONY STARVIS series sensors with EXMOR technology. This gives the cameras an edge over others in terms of exceptional low light performance, consistent image in varying light conditions (True WDR), better bandwidth optimization, etc.

“INTERSEC is an ideal platform for unveiling latest innovations from Matrix. We look forward to meeting new customers as well as system integrators to give them a hands-on experience of technologically advanced Security Solutions”, said Ganesh Jivani, Managing Director.

### About Matrix

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. Matrix, an innovative, technology driven and customer focused organization, is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP Video Surveillance, Access Control, Time-Attendance, Unified Communications, IP-PBX, Universal Gateways, Convergence, VOIP Gateways and GSM Gateways. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints in Europe, North America, South America, Africa and Asia through an extensive network of more than 1,000 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many national and international awards for its innovative

products.