

Matrix Comsec

## Marketing Communication

### ***Matrix Affiliates with an Esteemed Partner to Conduct a Product Expo in Kolkata***

As one of the leading Telecom and Security solutions company, Matrix has led by legacy, providing superior communication and safety experience to enterprises with its wide, yet varied product portfolio. An innovator in the business communication and safekeeping with an ever so growing reach in the Indian and the international markets, it specializes in providing solutions in different industry verticals like Banking, Manufacturing, Retail, Hospitality, Healthcare and Education. Designed to be highly scalable, reliable, secure and flexible, the solutions offer value and boost collaboration.

Recently, Matrix associated with its prestigious partner Chalissey Fibre to Home Technologies Pvt. Ltd. to conduct a product expo in Kolkata on 10th November'17. The event saw display of full range of Telecom products, including IP-PBXs, User Terminals, VOIP and GSM Gateways and Unified Communication Servers. The main attraction, however, was the very recently launched Smart IP Deskphone – SPARSH VP710. It is engineered to deliver Business Media Applications with a touch of Android experience. Moreover, being a smarter terminal it optimizes the return on investment by utilizing UC features to a certain extent.

Matrix also demonstrated its much-lauded security products in the expo. The newly launched Aadhaar Enabled Biometric Attendance System (AEBAS) – a Linux based attendance management system captured the attention of government dealers. Matrix also displayed its “Your Mobile Your Identity” themed Access Control solution at the event. The device empowers user to mark his attendance by scanning the QR code or by twisting the phone. The device possesses capability of recording the attendance details of 255 devices and 25,000 users without a server.

Matrix created a buzz with its inventive surveillance solutions at the event. Matrix IP cameras are equipped with sensors engineered on the SONY patented EXMOR technology. The sensors can be centrally controlled and managed by Matrix VMS. No requirement of servers for monitoring multiple locations and facility of preventive security using advanced video analytics make the cameras an alluring investment option. Furthermore, the cameras are equipped with the option of instant notifications with email, SMS, calls and video pop-ups.

“We regularly conduct product expos to create awareness about our business solutions and educate the customers about the product range. The massive customer footfall at the Kolkata Expo is a glaring illustration of the faith our clients have put in Matrix as a zealous Telecom and Security solution provider”, 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.