

Video Security Solutions



Xtralis is a specialist in very early warning smoke detection systems and sophisticated video-based security solutions. Xtralis products protect high-value, business-critical assets across the world. Xtralis operates a global network of companies in Australia, Asia, the United Kingdom and the Americas, including 10 offices across Asia Pacific. Sunny Kim, Editor of SecurityWorld INT'L has met with George Gan, Marketing Director of Asia Pacific, Xtralis, to talk about geographically increasing market for the company and the main reason that the company has changed its name.

By Sunny Kim

1 What is the main reason that Xtralis, a fire and security systems leader with globally recognized brands, has changed its name from Vision Fire & Security?

All our product brand such as VESDA aspirating smoke detectors and ADPRO video security products remain unchanged. Our business is growing. This growth is enabling us to extend our portfolio through ongoing product development as well as acquisition of complementary technologies.

The change in our business deserves to be recognized with a new name. Xtralis represents the move from Vision Systems to our own entity. With our offices established globally, reputable products and services, we are set for continued business growth globally providing solutions for life safety, business continuity and security. The new name allows Xtralis to continue to build a prominent global brand identity.

Xtralis continues to grow and expand. Few weeks ago we acquired another UK-based smoke detection company called ICAM, which designs, develops and markets sophisticated smoke detection systems throughout Europe with rapid growth in Asia and North America.

2 How would you like to describe your company?

"Dynamic". We are changing ourself to best fit our business environment with technical prowess under new CEO appointed last year.

3 Which customer sectors have the largest potential for Xtralis?

Our traditional customer sectors in APAC are still semiconductors and telecommunication. However, we are also aggressively expanding

to other vertical markets such as power and utilities, warehouses and transportation.

4 Which geographical markets are increasing the most for Xtralis now?

Both Australia and China are our biggest markets in the APAC region.

5 How do you feel about the low-price competition from Asia?

The industry will continue to see pricing pressure. However, we are able to keep our competitive edges by providing excellent customer service support and reliable application-focused solutions.

6 Please introduce your sales network around the world.

Xtralis operates a global network of companies in three regions -- APAC, EMEA, the Americas. We have each General Manger of Sales in the regions and representative offices in key countries. We sell our solutions through our distributors, including big names such as Tyco and Siemens.

7 Do you have anything to say to our readers?

Fire and security technologies are changing so rapidly. No matter who your readers are, they are looking for the solutions to be able to solve their problems. As the technologies advance, we listen with attention to market demands and persevere in our efforts to provide solutions which meet the demands. ☺

Sunny Kim is Editor of SecurityWorld INT'L. Please send your comments to kbs@infothe.com.

GEORGE GAN