



**2009 European Outdoor Perimeter Intrusion Detection Systems
Customer Value Leadership of the Year Award**



"We accelerate growth"

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Award Description

The Frost & Sullivan Award for Customer Value Leadership of the Year is conferred upon the company that has demonstrated excellence in customer values through its products and services that offer superior value to customers and aid them with increased profitability, and reduced life cycle costs. The recipient company has continually focused on providing value added products and services, addressing the changing customer needs across the industry, thereby enabling them to expand their customer base across verticals and horizontals. In addition, the recipient company has shown unparalleled commitment to lead on technological innovations pertaining to changing customer needs by offering products that are specific to both general and niche applications coupled with cost effectiveness.

Research Methodology

To choose the recipient of this award, the analyst team tracks all the manufacturers in this domain, their products, their unique value-added services to customers, and its ability to help customers overcome their challenges in new upcoming applications. The selection process includes rigorous discussions with market participants in this domain accompanied with extensive secondary research on market and technological trends. All the data collated from market participants is compared, analyzed, and ranked to comprehend the relative positions of these companies. Company that holds the first position is declared as the recipient.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Responsiveness to customer needs
- Expansion of customer base
- Offer a “one-stop shop” in response to customer demands
- Providing value added services ensuring better Return on Investment (ROI) and better product life cycle cost benefits for customers
- Enhanced quality and reliability of products
- Technological innovation and leadership to address critical customer needs
- Strategic mergers and acquisitions or joint ventures to provide additional benefit to customers.



The “2009 European Outdoor Perimeter Intrusion Detection Systems Customer Value Leadership of the Year Award,” is presented to Xtralis Pty Ltd (Xtralis). The award is presented in recognition for the company’s proactive initiatives in designing exclusive solutions that seek to enhance customer satisfaction. With a well-formulated product portfolio that combines highly sophisticated passive infrared (PIR) motion detectors, video detection and video transmission, Xtralis has attempted to cater to all the diverse requirements of outdoor perimeter and site protection market. By collating the benefits of its diverse products, Xtralis has created novel solutions that have resulted in significant value addition for its customers.

One-stop Shop Service Provider

Effective security requires a combination of vigorous surveillance of the perimeter, consistent intrusion detection and instantaneous alarm notifications. With experience spanning over 20 years, Xtralis has created a well-balanced portfolio that incorporates effectual video detection, advanced PIR motion detection equipped with anti-vandal features and video transmission with bi-directional audio. The company’s product portfolio includes the Xtralis ADPRO Presidium for advanced video motion detection, Xtralis ADPRO series for the detection of moving targets and ADPRO FastTrace, a milestone product enabling multi-site video security system.

Technological Enhancements Creating New Value to Customers

The Xtralis ADPRO perimeter range of products offers a comprehensive solution to the perimeter and site protection requirements of auto dealers, airports, prisons, military and defense installations, company headquarters, factories and warehouses and communication centres.

The latest technological venture has resulted in significant value addition for the customers. Sustained efforts over the last two years have enabled the company to develop a unique solution by collating the benefits of Xtralis ADPRO Presidium Intelligent Intrusion Detection System and Xtralis ADPRO PRO Series, the passive infrared detectors. The value addition comes in terms of:

- Optimum detection performance
- Minimum false alarms even in challenging outdoor applications

Thus, in providing dual protection service, this coalesced solution is apt for deployment in high security government structures such as embassies, power grids and turbines.

The Xtralis Presidium Video Motion detector can also be combined with the ADPRO FastTrace. This high level

interface with ADPRO FastTrace bestows the additional advantage of being deployed at low bandwidth locations such as remote areas. Even in extreme temperature locations such as deserts, Xtralis ADPRO products with enhanced functionality are sure to deliver superior security performances. Yet another significant feature of the ADPRO FastTrace is its two-way audio feature. An effortless integration of Xtralis ADPRO Presidium and Xtralis ADPRO PRO series with ADPRO AFT multi-site security and remote video and audio transmission (AFTX) facilitates real-time alerts to and from a central monitoring station.

Xtralis also provides value addition to its customers in terms of support services. The company has proactively set up a global network of 400 certified distribution partners, primarily for the assistance of its customers located across the world. The channel partners, in addition to supplying the products, also provide essential technical support and design services to the end users. Furthermore, Xtralis also provides training to the end users on the usage of its products.

Expansion of Customer Base

Xtralis has established a strong foothold not just in the UK market, but also in the whole of Europe. New countries such as Denmark and Poland have been brought within the fold of the company's marketing range. Similarly, various partnership efforts have been made by the company to expand channels in North America and South America.

Certified and Reliable Products

The credibility and reliability of Xtralis products have been proved beyond doubt by a series of certifications. The Xtralis ADPRO Presidium intelligent intrusion detection system has recently received certification from the UK Home Office Scientific Development Branch (HOSDB) i-lids project, as a primary detection system. This certification approves its usability for operational alerts in sterile zone monitoring applications. This positions ADPRO as the undoubted solution of choice in mission critical applications such as law enforcement, military and government sites.

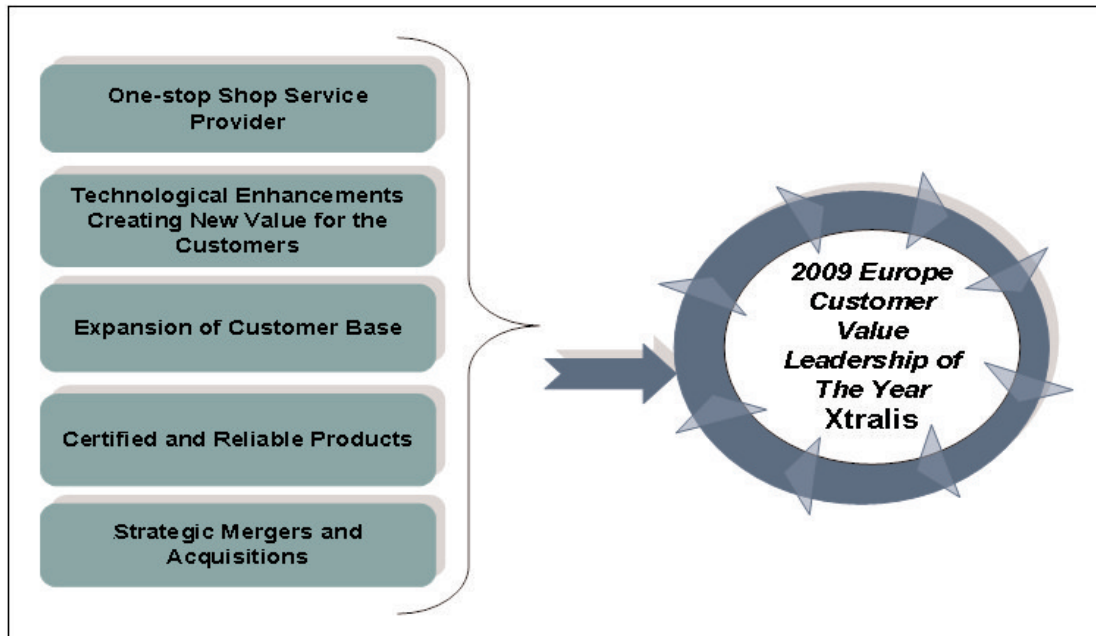
Strategic Mergers and Acquisitions

Xtralis has initiated major acquisitions in the past two years to further consolidate its position in the market. In 2008, it acquired ICAM. Catering to a plethora of applications, Xtralis ICAM detectors are known for their excellence in area coverage and superior performance.

In 2007, VSK Electronics, a company providing multi-application security systems for access control, located in Belgium was acquired by Xtralis. This acquisition enabled the company to enhance its product portfolio considerably to include indoor access control along with command and control applications.

Chart I.1 presents the factors that make Xtralis the worthy recipient of Frost & Sullivan Customer Value Leadership of the Year Award in the European outdoor perimeter intrusion detection systems market in 2009.

Chart I.1: Outdoor Perimeter Intrusion Detection Systems Market: Factors Contributing to Xtralis being the Worthy Recipient of Frost & Sullivan Customer Value Leadership of the Year Award (Europe), 2009



Source: Frost & Sullivan

Conclusion

As one of the established names in the European outdoor perimeter intrusion detection systems market, Xtralis has demonstrated its infallible commitment to its customers by conceptualizing novel solutions to address end-user needs. ADPRO product range that caters to the varied outdoor perimeter and site protection requirements has been enhanced considerably, by integrating the Xtralis ADPRO Presidium intelligent intrusion detection system with the Xtralis ADPRO PRO passive infrared detector system. The company, thus, explores to the fullest its technological capabilities and at the same time delivers novel solutions to its customers. All these factors make Xtralis the worthy recipient of the “2009 European Outdoor Perimeter Intrusion Detection Systems Customer Value Leadership of the Year Award.”

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



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