

Xtralis : Global leadership in protecting human assets

Q. Could you brief us about overall business activities of your company (tie-ups, associations, reach, network)?

Xtralis provides intelligent safety and security solutions that help identify threats before life, critical infrastructure or business continuity is compromised. With more than 25 years of experience and 30+ patents, we are a global leader in fire/gas detection, environmental monitoring, access control, intrusion detection, video surveillance and traffic management. Our powerful, early warning threat detection solutions deliver unparalleled protection and situational awareness for our global, blue chip customers.

We are headquartered in Melbourne, Australia and are powered by 500 employees who serving more than 10,000 customers. Our early warning solutions are sold through a network of 400+ certified partners in 100 countries.

The world's most respected businesses trust Xtralis to protect their people and property. A snapshot of our market leadership is below:

- 2 of every 5 Fortune 500 companies
- 60%+ of the global air sampling smoke detection market
- 80% penetration in global semiconductor manufacturing facilities and telecommunications providers
- 250,000+ smoke detection systems deployed worldwide
- 45,000+ customer sites and 400 central monitoring stations worldwide with end-to-end security solutions

Q.Can you elaborate more about the product portfolio & it's applications?

For more than 25 years, Xtralis has been the global leader in developing very early warning smoke detection solutions, including Xtralis VESDA – the world's No. 1 brand of air-sampling smoke detector. Xtralis protects life, property and business continuity for one of out of every three Fortune 250 companies and safeguards more than 3 billion square feet of facilities for the world's most demanding organizations.

The Xtralis ASD range delivers:

- Very early detection of smoke, fire and gas
- Reliable operation where traditional detection fails
- Tolerance of harsh and dirty environments
- Event management tools for intelligent



**Mr.Hatem Khalifa- Marketing Specialist
Middle East region -Xtralis**

- emergency response
- Powerful detection in a variety of vertical markets including critical infrastructure, data centers, manufacturing,telecommunicationsand transportation
- The industry's lowest total cost of ownership

Xtralis provides highly reliable smoke detection at the earliest risk of fire, while reducing the cost of nuisance alarms. When challenged, conventional smoke detection does not offer the best protection from business interruption, asset damage or risks to life safety. In contrast, Xtralis fire detection systems, including our VESDA range of air-sampling smoke detectors, continuously sample air for even the smallest traces of smoke, providing valuable time to:

- Understand the threat
- Plan an appropriate response and avoid the cost of nuisance alarms
- Investigate options for controlling the fire
- Transfer data and processes to redundant systems
- Evacuate
- Suppress the fire
- Ensure business continuity and protect life safety and property

Our powerful solutions provide reliable smoke detection in zero-tolerance environments, adhering to the highest safety standards and mitigating risks to facilities, assets and personnel. Xtralis VESDA provides absolute detection in a wide array of environments – from coal mines to clean rooms and from airports and atriums to confined prison cells. Engineered for flexibility and dependability, Xtralis ASDs are purpose-built for



Personal Interface



Personal Interface

reliable operation in the very dirtiest to the very cleanest of environments and from very small to large, open spaces. Our unique ability to detect the earliest presence of smoke in these varied applications makes Xtralis the provider of choice for today's fire safety professionals.

Q. Which are the some of your pioneering products you introduced in the market recently or Is there any plans to launch the new products?

Earlier this year, we announced the introduction of Xtralis VESDA VFT – the industry's first very early warning fire detection system with pinpoint addressability. VESDA VFT-15 provides high sensitivity fire detection through the use of flexible micro bore sampling tubes that intelligently monitor up to 15 locations to pinpoint the source of incipient smoke, enabling the identification and isolation of a fire alarm within a specific sector or compartment. This actionable intelligence enables fast response to a potential fire or environmental event to minimize downtime and enhance investigations.

We have additional exciting new product introductions planned for later this year and early in 2010.

Q. Brief us about the quality policy for your business?

We use targeted Six Sigma techniques and design reliability analysis to manufacture our solutions, which have been certified by more than 35 regulatory bodies worldwide.

Q. How do you foresee "India" as a potential market , what are the prospects?

We see the Indian market as a strong prospect for Xtralis and our early warning fire detection solutions. We believe that the combination of investment in new critical infrastructure such as rail, airports, logistics centers, power and telecom facilities, will present Indian fire authorities with new challenges in terms of securing these important assets.



Xtralis-Head Office overview

Q. What are the distinguishing facts of global market as against the Indian market?

Unlike some other global markets that have experiencing significant slowdown over the past year due to economic pressures, India contuse to invest in core infrastructure to support the country's economic and population growth. This combined with strong presence of multi-national companies makes India a good investment area for Xtralis.

Q. What are your strategies to improve your company's position in Indian & global market as well?

Our strategy to enhance our position is multi-fold as follows:

1. Build relationship with the most influential consultants who serve our target verticals markets
2. Educate these consultants and end users about the value of early warning fire protection and its superiority over traditional spot detectors in a variety of challenging environments
3. Work with local AHJs and fire brigades ensure inclusion of early warning in fire codes and standards
4. Communicate the strong value of our solutions in a variety of media including trade publications, major industry events, etc.

Q. According to you what are the factors affecting to your business?

The biggest challenge that we face is education of prospects and influencers in this market. Once educated on the superior value of early warning to protect life and assets and to ensure business continuity, our reach and penetration is assured. But getting the word out takes time and focus.

Q. What is your vision for your company?

To continue to be the leading provider of early fire detection and security solutions that help detect threats before life safety, critical infrastructure or business continuity is compromised

Q. What are the issues you need to address that are related to your industry?.

Primarily education, it is crucial to build relationship and educate the most influential Consultants, local AHJs and fire brigades, it takes lot of time and focus.