

Securiton's new communication strategy

Securiton has launched its new advertising design to coincide with the Security Fair '05 in Zurich. And so the curtain goes up on a new trend-setting market presence that showcases Securiton as modern, competent and forward-looking. Securiton is to be seen as an attractive partner in security technology, providing its customers not only with the very best support but also with reliable security solutions – for an all-round «good feeling».

The new look is no coincidence. It is the fruit of the close, creative co-operation between the company's management and marketing and advertising professionals. A SWOT analysis was used to examine the company's strengths and weaknesses and the opportunities and threats it faces in the market. Besides focusing on the Securiton brand's existing image the analysis also looked at the advertising strategies of Securiton's main

competitors. The results provided the basis for Securiton's new independent image.

A good feeling

The new image campaign revolves around the customer and the good feeling he gets from the optimum support and personal service provided by Securiton. In the somewhat prosaic world of security technology the new concept

signals a more emotive approach. We want our customers to be able to identify with our new visuals and associate the name Securiton with attributes such as «fresh», «smart», «open», «visionary». In future these traits are to be linked more and more with our company. The Securiton brand's existing values, i.e. «reliability», «durability» and «tradition», are to be retained nonetheless and are to play a key role in the new communication strategy.

Innovative technology, clear design

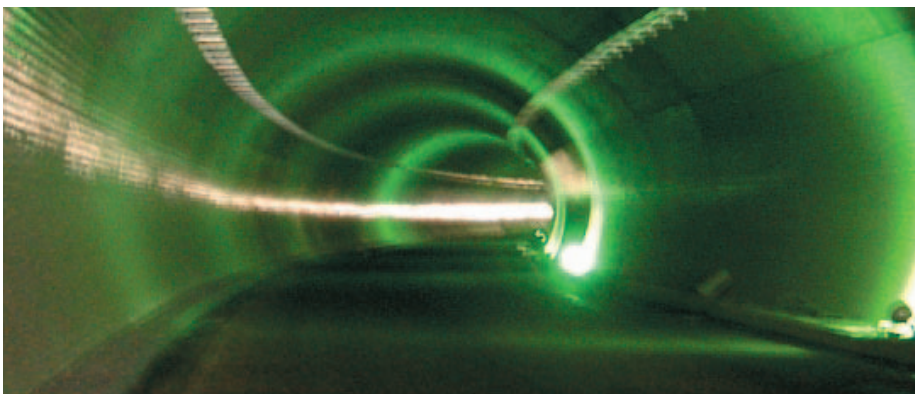
In future Securiton is also to make an impact at the product level, with fresh, stylish and modern visuals. The new strategy is aimed at establishing Securiton as a brand that leads the way within the industry, through its ability to innovate and its cutting-edge design. The products themselves are as convincing in their state-of-the-art technology as they are in their rational, functional aesthetics, in keeping with contemporary lifestyle trends.

This message has been impressively captured by photographer Regula Roost, who has showcased the products in a dramatic and exciting way. The language has been trimmed down to the bare essentials, inciting readers to read on. The information about the products is conveyed quickly and succinctly. The dynamic layout features high-quality images and sparsely arranged picture sequences. In their harmonious interplay all the elements combine to fulfil the main objective of the product brochures: namely to get all the information across, quickly and attractively, to the decision-makers.



Securiton's new image campaign: «fresh», «smart» and «open».

Tunnel projects in South Korea



Together with our partner RITCO, Securiton has successfully bid for 16 tunnel projects in South Korea. By the end of October 2005, the material for 7 out of the 16 projects has been delivered.

In total there will be 618 pieces of ADW 511 installed, together with 16 BMZ 340 fire alarm control panels and 3 BMZ 341 fire alarm control panels.

RITCO (Royal Information Tech. Co) is dominating the tunnel market in South Korea. Their field of activity is in traffic and environmental/industrial safety systems. The head office is located in Seoul.

Securiton now also represented in Russia

Some 12 years ago Vladimir Nikolaev and Evgenij Mounko founded a new company in Moscow, and together with a team of four employees began marketing and installing Securiton fire alarm products in the Russian market. At that time they supplied and installed mainly HZ series control panels and systems such as BMZ 360, 350 and 349, and HX series detectors.

Over the years the «small» company's business and turnover increased and become more substantial, which ultimately resulted in the general growth of the company itself and its infrastructure. In 1996/97 it launched the revolutionary SecuriPro fire alarm system onto the Rus-

sian market. Vladimir Nikolaev, Evgenij Mounko and Max Lyalin were very skilled at introducing and successfully marketing this new and unique product in the market. The new technology soon caught the interest of a large clientele and was well received. Several large-scale projects involving several thousand detectors per project were completed soon thereafter. The company managers also successfully established our products in the tunnel market, and as a result all the tunnels along Moscow's orbital motorway were protected by Transafe ADW 511 systems from Securiton. The upward trend has continued undiminished. This year, as in previous years, percentage growth in turnover has been in double figures. Throughout these highly successful activities the focus has always been on the name Securiton, and so in 2005 an agreement was reached to officially es-

tablish Securiton Rus, a company with the participation of Securiton AG. Today all of Securiton AG's activities in Russia are carried out and co-ordinated by Securiton Rus and its 35 employees.

We'd like to take this opportunity to thank Mr Nikolaev, Mr Mounko, Mr Lyalin and their staff for the many years of good co-operation and to wish them all the best and every success for the future.

www.securiton.ru



Tunnel safety in Chile

Two relief road tunnels in the Chilean capital Santiago de Chile are being protected from fire thanks to Securiton's proven SecuriSens® TSC 515 temperature sensor cable. It was chosen in the face of stiff competition from well-known rivals.

Securiton's involvement in the large Costanera Norte tunnel project was down to the good offices of its partner Eurocomercial. The tunnels are located in Santiago de Chile which, including the suburbs, is home to more than 6 million people. This means that some 40 per cent of all Chileans live in this region. The city is the uncontested political and commercial heart of the country – which made it all the more important that Securiton should win this contract. In the final analysis, the deal was clinched as a result of the company's expertise, negotiating skills and powers of persuasion.

Relief for millions

The Costanera Norte road project consists of a major 33 km relief road that cuts straight through the Chilean capital. A particular concern of the authorities was safety – in the tunnels especially. Securiton's involvement revolved around the pair of tunnels, which are protected with SecuriSens® TSC 515 temperature sensor cable. The Los Saldes tunnel comprises two bores, 1272 and 1760 me-



Tried and proven: tunnels in Chile's capital city Santiago de Chile are protected from fire thanks to SecuriSens® TSC 515 temperature sensor cable.

tres in length. Each bore of the Vivaceta tunnel is just under 4 km long and the tunnel runs under the River Mapotcho at a given point. The road relief will do much to ease Santiago de Chile's congestion problems.

The four daylight cut-outs in the Los Saldes tunnel presented Securiton with a particular challenge when it came to installing the TSC 515. These 140 metre-long grating-covered apertures partly replace the roof, allowing drivers to see out of the tunnel. Securiton's solution was to deploy special CCA cable in those areas.

Successful tests

Before final installation, every component of the SecuriSens® TSC 515 temperature sensor cable was tested to check for any damage the cable might have sustained

during transportation. The Chile's Ministry of Public Works also conducted a real-world fire test to ascertain the cable's response behaviour. The TSC 515 passed with flying colours: the CTP 515 cable terminal processors forwarded data (temperature fluctuations, alarm and fault conditions, etc.) from the cable's sensors to the control centre, which signalled a successful conclusion to the customer's acceptance test.

The tunnels, incorporating 11.5 km of SecuriSens® TSC 515 cable, were officially opened in mid-April 2005. Successful realisation of this South American project was of key importance for Securiton as the scheme is the focus of international interest in the industry. The SecuriSens® TSC 515 temperature sensor cable has demonstrated its excellent reliability all over again.

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