

NEW HOLOGRAPHIC LABEL ASSURES GENUINE BOSCH QUALITY

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Bosch Security Systems has taken the drastic step of including a hologram on its new series of CCS 900 Ultro Discussion Systems after recent evidence to suggest that ‘fake’ units manufactured in the Far East were being passed off as the genuine article.

Paul Wong, Managing Director of Bosch Security Systems in the UK, says that its Ultro range had been particularly targeted, and that there was the real potential for customers to be ‘duped’ into buying the wrong product: “It is disappointing to have had to take such a step,” he says, “but our customers must be assured that if it says Bosch on the product, then it is true Bosch technology inside.”

Bosch introduced the CCS 900 Ultro all-in-one Discussion System primarily for small to medium sized meeting areas such as town halls, local business centres and courtrooms. It offers a host of design features that make it easy to manage meetings, including an advanced new patent-pending “Possible-To-Speak” function which gives a visual indication of when the microphone is available for a delegate to take the floor. Users can listen to proceedings and easily participate directly in discussions. The system also offers superior speech intelligibility thanks to Bosch’s proprietary DAFS (Digital Acoustic Feedback Suppressor) technology, which has been proven over many years in the company’s conferencing and public address systems.

ENDS

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Additional information on Bosch Security Systems and Bosch Group is available at

www.boschsecurity.co.uk

The Bosch division Security Systems is a leading global supplier of security, safety, and communications products, solutions and services. Some 12,000 associates generated sales of 1.36 billion euros in fiscal 2010. Protection for people's life, buildings and assets is the aim. The product portfolio includes video surveillance, intrusion alarm, fire alarm and voice evacuation systems as well as access control, management systems and care solutions. Professional audio and conference systems for communication of voice, sound and music complete the range. Bosch Security Systems develops and manufactures in its own plants across the world.

Additional information can be accessed at www.boschsecurity.com

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125.bosch.com.