



BOSCH SECURITY SYSTEMS APPOINTS NEW HEAD OF SALES FOR UK AND IRELAND

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Bosch Security Systems has further strengthened its management team with the appointment of Chris Whitting to the role of Head of Sales, UK and Ireland.

Chris has considerable industry experience especially in the field of integrated security solutions, having previously been a founding partner at Computer Network Limited (CNL), one of the UK's foremost IP security systems integrators and software developers. He has a proven track record in building effective relationships with work colleagues, distributors and installers, as well as driving project opportunities within the corporate, local government and education sectors alike.

"I am very excited at the opportunity to join the Bosch Security Systems team and play a significant part in the continued growth of the business," says Chris. "There is an excellent team in place, and I look forward to working with them all in building long standing and profitable relationships with all Bosch clients.

"Bosch is an exceptionally reputable brand," he adds, "with a portfolio of security products and technologies that are recognised as industry leading, especially in the fields of imaging and Intelligent Video Analysis (Analytics). As a founding partner of the ONVIF standard, Bosch is committed to IP developments such as H.264 video compression across the product ranges."

Chris says that it is a natural move to embrace IP: "The Network is increasingly used for all business communications and it is a natural progression for physical security decisions to now include the IT Director."

Commenting on Chris' appointment, Paul Wong, Managing Director of Bosch Security Systems, says that Chris' background makes him ideally placed to lead the sales team: "He has the knowledge, energy and enthusiasm which comes from an entrepreneurial background, and his

attributes are aligned closely with the values & culture that are associated with the Bosch brand.

“Chris will add depth to the management team,” Paul says, “which will contribute to our efforts to consolidate further our recent acquisitions and to increase our service offering to our UK & Irish customers.”

As well as managing the national sales team, Chris will be responsible for refining the Bosch Security Systems Dealer (BSSD) programme, which is set to be a focus for 2010 along with the development of a professional support offering for major projects and installations in key vertical markets.

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The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 270,000 associates generated sales of roughly 38 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 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. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.