

## **Bosch says thanks a million as Blue Line sales hit all-time high**

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Sales of Bosch Security Systems' proven Blue Line high technology intrusion detectors have exceeded one million units – the most successful series of its kind in the company's history.

Blue Line – so called because of the distinctive horizontal blue crescent built into its design – was originally launched in 2004 as a new generation of product aimed at providing the optimum performance and maximum flexibility for installers working in virtually any residential/light commercial environment.

Particularly innovative was its Advanced First Step Processing (FSP) feature providing almost instantaneous response to human targets, whilst eliminating false alarms created by other sources such as family pets.

“Although having been launched in Europe four years ago, so advanced is Blue Line's intrinsic technology that it still remains ahead of its time,” says Paul Wong, Bosch Security Systems UK Managing Director. “Installers have come to depend upon its reliability and performance, and with the Bosch name, customers know that they are getting a product designed to the highest quality and specification, which means greater peace of mind.”

The range comprises five\* models and a choice of camera modules – including single and dual passive infrared (PIR) detectors and combined PIR and microwave units – to drastically reduce an installer's inventory whilst still giving him the technology he needs to provide a complete solution in virtually any scenario. The detectors cover all ranges up to 11m (35ft) without adjustments and provide user-selectable, lock-down zones.

The Blue Line detectors feature an innovative, easy-to-mount, two-piece design. All electronics and a sealed optical chamber (providing draft and insect immunity) are incorporated into the front cover that attaches to the blank base. No adjustment is required for mounting heights of 2.25m to 2.74m (7.5ft to 9ft). A convenient plug-in terminal strip makes for easier access to the wire terminals, whilst a clever screw-less cover lock also further simplifies installation.

*\* The five models comprise the BLD1 Standard PIR; BLD1-P Standard PIR with Pet Immunity; BLQ1 Standard Quad; BLD1-F4 Standard Tri-Tech*

(Microwave/PIR); and BLD1-P-F4 Standard Tri-Tech with Pet Immunity  
(Microwave/Pir)

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*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 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. 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](http://www.bosch.com).*