

## Bosch Website Gets Extreme

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Bosch Security Systems has further enhanced the content and functionality of its website to include four new product microsites.

The creation of dedicated microsites within the [boschsecurity.co.uk](http://boschsecurity.co.uk) website follows Bosch's 2008 acquisition of the Extreme CCTV group, which included the Derwent and Forward Vision brands, and clearly demonstrates the value Bosch places on these new additions to its already extensive CCTV product portfolio.

With individual sites for CCTV illumination, REG licence plate capture products, the Extreme Series of extreme environment cameras and the MIC Series of fully functional PTZ cameras, Bosch aims to deliver a complete interactive information resource and improve the customer's online experience.

"Visitors to the sites can view or download datasheets and product brochures, use online specification tools and watch videos which show the products in action.

Ian Crosby, Bosch's Product Marketing Manager for Extreme CCTV products, says: "These microsites allow customers to access product information quickly and easily, and we would encourage people to bookmark the sites and check back regularly for the latest updates."

The recent addition of a product performance video library is significant as the videos are key to showing installers the products in real life situations, as Ian explains: "On the Extreme microsite, users can see the EX49 withstand repeated hits from wooden baton, a clear demonstration of the cameras vandal resistance. On the MIC Series site there is an extensive selection of videos demonstrating the capabilities of the thermal imaging MIC, along with footage on the CCTV illumination site which clearly demonstrates why Bosch's Black Diamond infrared technology outperforms all other conventional infrared illuminators."

To find the new Extreme Group microsites go to [www.boschsecurity.co.uk](http://www.boschsecurity.co.uk) and select the **Featured Products and Technologies** section to reveal a list of product microsites. For the videos see the menu bar on the left of the web page once in the microsite.

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