



BOSCH REPORTS KEY SUCCESS AT RETAIL BUSINESS SHOW

Bosch Security Systems is reporting an excellent response to its technologies on show at the recent Retail Business Show, and particularly its CCTV-related systems, with tangible enquiries from a quality cross-section of installers, consultants and end-users.

“This is our first time at The Retail Business Show and we had a realistic view of what we might achieve,” comments Jeremy Hockham, Bosch Security Systems’ Managing Director. “As it happens, we were delighted with both the volume and the quality of enquiries from some big names who were genuinely interested in our technology, and what we had to say. The action now is in turning these initial enquiries into leads, and ultimately sales.”

The Retail Business Show, held in February, is targeted at those involved in the purchase and procurement of IT systems or responsible for operations, merchandising, pricing, security, sales, marketing, finance, HR or business development. It attracts CEO's, Directors and Senior Managers from a full spectrum of disciplines, job functions and industry verticals.

Bosch Security Systems took the opportunity of promoting a range of different technologies in use in the retail environment, notably its Eazeo range of Observation Systems to help small/mid-sized stores to reduce crime. Also attracting attention were its Dinion cameras, Divar Digital video recorders, and Plena all-in-one PA/voice evacuation systems.

-ends-

For further press information please contact: Sean Feast or Iona McIntyre – AGA Public Relations – 020 7330 8888

For images please email: imcintyre@aga.co.uk