

MOBOTIX expands its sales network in Australia

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MOBOTIX has a new distribution partner in Australia in the form of **Innovare Security Distribution**, considerably expanding its distribution network in the process. Innovare is a subsidiary of **ATF Services,** Australia's leading security product retailer with over 60 offices in Australia and New Zealand. ‘With Innovare Security Distribution, we are responding to our customers' desire to offer exclusively quality products with strong after-sales support at competitive prices and excellent customer service,’ says Mark Timmins, National Sales Manager of Innovare. ‘We are committed to our suppliers and look forward to expanding their brand presence while maintaining long-term relationships with new and existing customers,’ he adds.

Evan Arvanitidis, Regional Sales Manager ANZ at MOBOTIX, welcomes Innovare as MOBOTIX’s new distribution channel: ‘Innovare is an excellent addition to our existing distribution network. Innovare's committed business plan fits perfectly with our global sales strategy, in which we focus on providing customised solutions for our customers that we develop and market together with our cooperation partners,’ says Arvanitidis.

‘MOBOTIX is excited about the prospects of this new distribution channel in Australia and is convinced that it can achieve sustainable market growth together with Innovare,’ adds Thomas Lausten, CEO of MOBOTIX.



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About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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