

Communiqué

AN ATLAS GENTECH PUBLICATION

Atlas Gentech, Innovators not Imitators!

News and views from New Zealand's leading-edge supplier of Data, Communications and Security.



COMMUNIQUÉ | ISSUE 5 | JULY 2010

www.atlasgentech.co.nz

FIND US ON FACEBOOK:

Become a fan of our AG Bus group

We have set up an Atlas Gentech Innovation on Tour Facebook group.

View all the latest information, photos and competitions by becoming a fan on our Atlas Gentech Innovation on Tour Facebook group: <http://www.facebook.com/group.php?gid=118598881511102>.

Ongoing updates will also be available on our website news page which can be viewed by selecting the AG Bus tile (featured right) on our website home page: www.atlasgentech.co.nz.



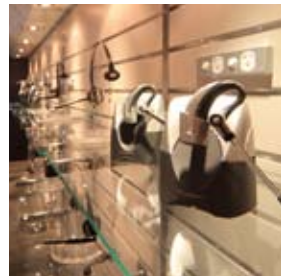
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HAVE YOU GOT YOUR TICKET TO RIDE THE

Atlas Gentech Bus?



Atlas Gentech has gone on tour. Watch out for the Atlas Gentech Innovation on Tour bus in your neighbourhood throughout 2010.

Exploit this opportunity along side Atlas Gentech to reach existing/new and prospective clients during our visits. We ask that you consider the professional end-user markets such as Hospitals, Councils, Universities, Schools and Consultants to maximize this opportunity when visiting your areas.

The bus recently returned from successful tours in Whangarei, Kerikeri, Tauranga, Rotorua & Hamilton with showcases to Schools, High Schools, Business Associations, Councils and Telcos.

The next trip is planned for Hawkes Bay, Gisborne & Taupo in August 2010.

Get your ticket to join Atlas Gentech and view live:

- Plantronics Corded/Cordless and Bluetooth Communication Devices
- LG-Ericsson iPECS Advanced Telephone Systems
- LG SoHo Plug'N'Plug 8 Extension Commercial/Residential Phone System
- Paradox Imperial; the sophisticated Access Control/Security and Energy Management Solution
- Innovative Security Systems with Touch Screen & Touch Sense Keypads by Paradox and Inner Range
- Latest in digital VGA & IP CCTV and Software Management Solutions
- Fibre optic solutions by 3M
- Future Proof IP/GPRS Monitoring Solutions

What are you waiting for, register your interest by emailing bus@atlasgentech.co.nz and Julie Fraser or Amanda Kirk from Marketing will contact you to confirm your booking once the dates have been set for each area.



SKYCITY CONVENTION: 18 & 19 MAY 2010

Australasia Retail Summit



The annual Australasia Retail Summit held at SkyCity Convention in Auckland on 18 & 19 May 2010 focussed on key issues for the retail industry in New Zealand, Australia and South East Asia.

Supported by both the New Zealand Retail Association and the New Zealand Retail Interior Association, Retail Australasia was a two day conference and industry expo focusing on key issues for the region's retail industry. With retailers now transcending international boundaries looking for new markets and a requirement for greater environmentally sustainable operations, this event brought together major local and international retailers.

Signature Security Group were the Platinum Sponsor of this event in conjunction with First Security. They were also supported by Paradox Security Systems and Inner Range Intelligent Security Solutions.

Signature Security Group exhibited a total security solution focussing on loss prevention such as Paradox StayD and how this can be used within a retail environment, an integrated CCTV/Point-of-Sale solution and other access control solutions such as the Inner Range Touch Screen Keypad and the Paradox Colour Grafica Keypad.

They also ran a competition on their stand to win four Paradox Digital Photo Frames and the winners are:

- Phillip Morley, National Loss Prevention Manager from Farmers Trading Company;
- Pete Burilin, Chief Operating Officer from Briscoe Group Limited;
- Sarah O'Dowd, General Manager Retail NZ from Pumpkin Patch; and
- Campbell Gourlay, Loss Prevention Manager from Bunnings Limited.

For further information on this event, visit: <http://www.activebusinesscommunications.com/retail10/>

NEW SECURITY PRODUCT:
K656 Touch Sense Keypad
 by Paradox Security Systems

The new Paradox K656 Touch Sense Keypad (code 15315) is a flat clean look keypad; keys are activated by the touch of a finger based on capacity changed.

The new K656 offers new clean modern styling with no mechanical keys and excellent resistance to dust environment. It also offers menu driven user-friendly operation.

This keypad is compatible with Digiplex EVO48 Panel and the Digiplex EVO192 Panel.

If you require further information or to place an order, contact your local Security branch of Atlas Gentech Distribution on Freephone 0800 732 637 or email orders@atlasgentech.co.nz.

PARADOX SECURITY SYSTEMS

DIGIPLEX EVO

Movers & Shakers

ATLAS GENTECH WELCOMES:

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 8-10 Haultain Street, Eden Terrace

Mike started with Atlas Gentech's Auckland security office on 4 May 2010 and is the able replacement for the overseas bound Saif Salih.

Mike brings a wealth of knowledge and experience with him after several years with C.R. Kennedy in both NZ and Australia specialising in both analogue and IP based solutions.

Basil has joined the Auckland security team in a general technical sales capacity covering Auckland Central, Waikato, Bay of Plenty and Coromandel customers.

Basil has a vast experience in both the installation and distribution supply side of the industry after years on the tools as a tech and most recently as a sales representative for a local based distributor.

BASIL SYKES
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Stepping up to the plate with 19 years of retail experience in distribution and on the front line, most recently with Harvey Norman, Karl Turnbull has joined Atlas Gentech as our new Retail Channel Manager.

Boasting an acute understanding of retail business, Karl will look after our key retail accounts nationwide.

Peter joins Atlas Gentech in a crucial role as our specialist IT Manager.

As both the communications and security divisions are moving quickly towards IP based products, Peter's internal and external professional advice will be felt by both Atlas Gentech Staff and customers alike.

PETER STEPHENSON
 IT MANAGER

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Lance has been a long term employee of Atlas Gentech Communications and has recently moved to the customer services and trade counter role with the security division.

Lance brings true customer service values to the role with a sense of humour and a smile.

Heather Houghton started with the Christchurch security branch on 30 April 2010 and she replaced Erin Harding.

HEATHER HOUGHTON
 ADMINISTRATOR

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iPECS-ES SWITCH

TO THE NEW

LG-Ericsson iPECS-ES

SERIES OF MANAGED & NON-MANAGED SWITCHES



LG-Ericsson iPECS-ES are a series of managed and non-managed Ethernet switches providing simpler and smarter networking for small-to-medium enterprises. The iPECS-ES ethernet switches are designed to be simpler to install, smarter to manage, affordable and reliable.

The ES-2000 Series is a family of advanced smart switches available in four models incorporating 10/100Base-TX Fast Ethernet to Gigabit Ethernet and Power-over-Ethernet. This series is suitable for small-to-medium enterprises looking for reliable and cost effective layer 2 work-group switches along with key switching features.

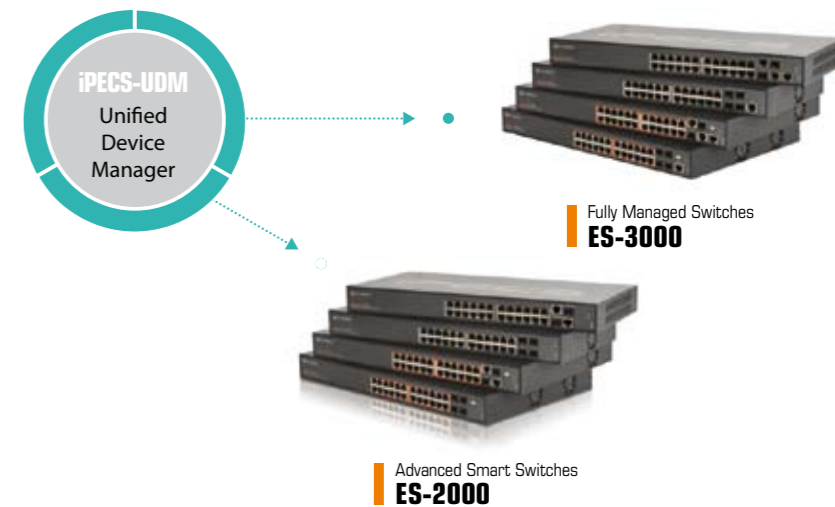
These simple to install and easy to manage iPECS Ethernet switches enable administrators to quickly and easily build networks at an affordable cost. The ES-2000 models offer multiple choices to address various demands and network environments in a flexible and affordable manner.

The ES-3000 Series is a family of fully-managed, layer 2 switches,

available in four modes incorporating 10/100Base-TX Fast Ethernet to Gigabit Ethernet and Power-over-Ethernet. This series supports enterprise-class layer 2 switching features including advanced QoS, security and simplified, intuitive management features.

The ES-3000 series gives administrators the ability to extend existing networks or build reliable and high-performance networks using sophisticated features that are optimised for small-to-medium enterprises, supporting both aggregation and access-level solutions.

The LG-Ericsson iPECS-ES switches are in stock now, so SWITCH TO LG!



TAKE A STEP UP TO

Vtech CS

This winter Atlas Gentech are adding to their family of Vtech cordless phones with the sophisticated and stylish Vtech CS Range.

Sporting a sleek silver design the phones are available with or without an answering machine and the option of an additional handset. There is something for everyone in the fantastic new range!



Key features include:

- DECT / GAP Technology
- Handset Speakerphone
- 50 Name and Number Phonebook
- Any Key answer
- Backlit keypad and display
- Answer machine models:
 - 14 Minutes recording time
 - Message retrieval from the handset
 - Audible time and date stamp on recorded messages
 - Backlit message counter

Thomson Temporis has a makeover



Atlas Gentech are excited to announce the arrival of a new family of Thomson desktop telephones.

Not only do they come with all the features we expect from a high performing desktop telephone, they are sporting a fresh new look!

The range is made up of the Temporis 170, Temporis 300 and Temporis 350 which replace our previous Temporis line up. All models are available in black.

These fantastic 'new look' deskphones are the perfect fit for small to medium enterprises and will accommodate a Plantronics HL10 headset



Thomson Temporis 170

- Visual incoming call indicator
- Data port
- Visual message waiting indicator



Thomson Temporis 300

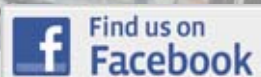
- 10 Direct memories
- Visual message wait indicator
- Visual incoming call indicator
- Headset Port / Data Port



Thomson Temporis 350

- Handsfree Speakerphone
- 10 Direct Memories
- Headset Port / Data Port
- Visual message wait indicator

WIN A SET OF WT87 PRS RADIOS



GO IN THE DRAW TO WIN A SET OF DORO WT87 PRS RADIOS WHEN YOU REGISTER TO ATTEND THE BUS BY EMAILING BUS@ATLASGENTECH.CO.NZ.



This promotion runs from 1 June 2010 to 31 July 2010. See our Website for Terms and Conditions for this promo.