

Global Security Challenge's APAC Finalists Prepare for Showdown at Security 2011 Exhibition

- *APAC finals will be held on Thursday, August 25, 2011, at Security 2011 Exhibition in Sydney*
- *The two regional winners will compete with international security start-ups and SMEs for prize funds totalling US\$500,000*

SYDNEY – August 17, 2011 – Security 2011 Exhibition (August 24 – 26, Sydney Convention & Exhibition Centre), organised by Diversified Exhibitions Australia, today announced the APAC finalists for the 6th Global Security Challenge, an international competition with prize funds for security start-ups and businesses totalling US\$500,000.

Seven regional finalists will be presenting their security-focused business pitches at Security 2011 Exhibition at the Sydney Convention and Exhibition Centre. Among the APAC finalists are two companies from New Zealand and one from Australia:

- Headquartered in Western Australia, and with offices in the US and Europe, Embedded Technologies Corp Pty Ltd markets systems combining both video and sensor data for fixed and mobile applications in industries such as security, defence and government. At the Global Security Challenge, ET Corp will be competing in the SME category. For more information visit www.etcorp.com
- TracMap provides GSP guidance and recording systems for emergency services, utilities, agriculture and aerial agriculture industries. The company, based in New Zealand's South Island, is the largest provider of GPS technology to the agricultural sector in New Zealand, and recently won the NZ Hi-Tech Emerging Company Award. TracMap is APAC's second contender in the SME category. For more information visit www.tracmap.com
- Areograph Ltd is a privately held company in Dunedin, New Zealand, specialising in photorealistic computer graphics. The company successfully produced multiple award winning computer games, and is now focusing on bringing its latest generation of world leading computer graphics techniques to the security market. Areograph will be competing in the start-up category. For more information visit www.areograph.com

Areograph will be competing with a strong delegation from India, featuring Array Shield Technologies Private Ltd, Bullet Deflector Body Armour from India, and EasySecured Software & Services Ltd, as well Cluck.in from Japan, for the regional title in the start-up category.

Judging the live presentations will be a high profile panel comprised of some of the most renowned security and start-up experts from the US and Australia:

- Todd Brethauer, science advisor at the US Government's Combating Terrorism Technical Support Office (CTTSO)
- Steven Scanlan from The Australian Department of the Prime Minister and Cabinet National Security Science and Technology (NSST) Branch
- Graham Ingram, managing director of the University of Queensland cyber security unit, AusCERT
- Brad Howarth, start-up expert, freelance journalist and author
- Chris Cabbage, executive editor of Australian Security Magazine and director of MySecurity Media

The APAC finalists will present their business ideas to the judges and a live audience on Thursday, August 25, 2011, 9:30 – 11:30am. Kim Mettam, director of business at iWebgate, 2010 winners of the Global Security Challenge's SME Award, worth US\$300,000, will spearhead the event with an update on his company's success since winning the accolade.

Register now and receive a free ticket to Global Security Challenge's APAC finals, valued at \$18 incl. GST. Simply enter promo code COMP when booking seminar tickets.

Exhibition entry is free for business professionals.

The two APAC winners (start-up and SME) will be competing with regional titleholders from the UK, Europe, US East and West Coast and the Middle East at the Global Security Challenge global finals, to be held in London, UK from October 24 – 25, 2011.

About Global Security Challenge

Supported by US Department of Defense agency, the Technical Support Working Group (TSWG), BAE Systems plc and Nauta Capital, the Global Security Challenge looks for new technologies and innovations that address public security needs. The competition features two categories, one for startups, which is open to embryonic companies, concept projects or university research projects, and one for SMEs (small and medium enterprises) with annual revenue and investments under US\$15million. The GSC is completely free to enter and makes no demands on IP or company ownership.

The brainchild of OmniCompete, Global Security Challenge was conceived at London Business School in 2005, where the founders met during their MBAs. GSC top contenders from previous competitions have subsequently generated over US\$100 million in investment and acquisitions.

About Security 2011 Exhibition

Security 2011 Exhibition is the must-attend trade show for security professionals in Asia Pacific. Now in its 26th year, Security 2011 is expected to attract more than 4,500 visitors from government and private enterprises, including security consultants, facilities managers, security and safety officers and installers. The 2010 exhibition attendees had a combined buying power of more than \$10 billion.

More than 100 companies have already secured their place at Security 2011 Exhibition, including leading brands such as Assa Abloy, ADI Global Distribution, Mobotix, Dedicated Micros, Genetec, NESS, AXIS, Motorola, Geutebruck, Identive Group, and Gallagher Security Management Systems.

Security 2011 Exhibition is endorsed by the industry's peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend for free at <http://www.securityexpo.com.au>

- ENDS -

Further information:
Isabel Wagner / Scott Pettet
LEWIS PR
Ph: +61 2 9409 3100
Email: securityexpo@lewispr.com

About Security 2011 Exhibition & Conference

[Security 2011 Exhibition & Conference](#) is the largest exhibition and conference event created specifically for the Australian security industry. The event, supported by the peak security industry body ASIAL, and other industry associations, delivers an unparalleled opportunity for exhibitors to showcase security solutions, products and services to a highly targeted and influential audience.

About Diversified Exhibitions Australia

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia. Its head-office is in Melbourne. Further information: www.divexhibitions.com.au