

Security 2011 Exhibition & Conference Opens Today With Strong Visitor Numbers

Diversified Exhibitions Australia expect record visitor numbers for Sydney Convention & Exhibition Centre, August 24 – 26, 2011

SYDNEY – August 24, 2011 –Security 2011 Exhibition & Conference, Asia Pacific’s must-attend security trade show, has opened today with strong visitor numbers, up fifteen per cent over last year. Now in its 26th year, Security 2011 Exhibition addresses the multidimensional complexities of personal, corporate and public security that recent security events such as the London riots, News of the World phone hacking scandal and the Madeleine Pulver bomb hoax brought to the centre of attention in Australia and around the world.

Among the product innovations that premiered today at Security 2011 Exhibition were:

- The world’s first audio duress alarm that distinguishes between sounds such as glass break, aggression in human voice and gun shots, developed and marketed by STENTOFON in conjunction with UK company Advanced Audio Analytics (stand #J24).
- The Samsung Guard Robot, an unmanned control robot from South Korea for use in the military, and on display for the first time in Australia at the Eos Australia stand (#D10).
- Graffit-e-Nose launched version 4 of its graffiti vandalism combating electronic nose solution at the show, available for the first time with CCTV integration (#A31).

The first day of the expanded seminar program at Security 2011 Exhibition featured senior industry speakers including Nick Klein from Klein & Co, Tom Sykes from the NBN and Graham Ingram from AusCERT.

Mr Sykes outlined new business opportunities the National Broadband Network will bring to security operators, and encouraged them to explore next generation IP enabled services such as residential alarms, video monitoring and hosted CCTV.

The Attorney-General's Department opened the associated ASIAL Conference, calling on the private security sector to take precautions against natural disasters and other risk affecting security and business continuity.

“Security 2011 Exhibition is where security manufacturers, vendors and end users meet to discuss new developments in the industry. We’re expecting record numbers, with visitor numbers up fifteen per cent on the first day and record pre-registrations,” said Kobe Johns, Exhibition Manager for Security 2011 Exhibition at Diversified Exhibitions Australia.

For first impressions from the show, by Security 2011 Exhibition's online media partner My Security, watch the video here:
http://www.youtube.com/watch?feature=player_embedded&v=wWg-4GWjB0g

Security 2011 Exhibition, held from August 24 – 26 at the Sydney Convention & Exhibition Centre, is free to attend and endorsed by the industry's peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend at <http://www.securityexpo.com.au>

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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