



PRESS RELEASE

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barox announces significant new partnership in the Middle East with leading distributor, AlJammaz Technologies

barox Kommunikation AG, the global manufacturer of professional standard managed and unmanaged switches, PoE media converters and IP extenders, has announced a new partnership with AlJammaz Technologies, the leading technology value-added distributor in Saudi, the GCC and Middle East.

barox's new regional partner, AlJammaz Technologies, distributes a wide range of essential technology products, solutions and services, and serves a broad spectrum of vertical markets, including financial, industrial, education, telecom, hospitality, healthcare, government and SMB. Offering high-demand products at the most economical cost, market leading video transmission technology from barox now features in the AlJammaz Technologies mix of end-to-end video solutions available.

Further enhancing the scope for high-performance system solutions, AlJammaz Technologies is also a distributor of Genetec Security Center VMS and for system integrators, integration to the barox range of switches can be easily achieved using the new barox Genetec DMS plug-in. barox's Ethernet switch capability and advanced Device Management System (DMS) network monitoring tool is unique in the video surveillance market and greatly extends leading VMS/PSIM's control functionality via an unparalleled range of integration plug-ins. With both Genetec and barox now being technology partners to AlJammaz Technologies, powerful collaborations for video and data network system solutions are in play, unleashing a new dimension in video and systems control in the KSA region.

For Genetec and other leading VMS control-based systems, barox switch and network management opens a window to integrate live graphical overviews of network topology, with a host of invaluable network information. For example, if a network camera fails to respond, barox switch and network management enables any device to be selected and a re-boot command sent. barox switch and network management tools include PoE monitoring, cable diagnostics and remote switch traffic monitoring, where live data traffic is shown on a graphical chart. Being able to see the traffic on each port makes it easier to diagnose errors and outages remotely, down to specific component level. In some cases, this capability even allows faults to be remedied without the need for engineer intervention.

Commenting on the new distributor partnership, Adel Qahwash, General Manager of AlJammaz Technologies said: “We are proud to partner with barox, an industry leading player in the physical security and video transmission space. Their range of professional standard switches, media converters and IP extenders brings class leading functionality suitable to meet the demands of any video/PoE application, and particularly within the harsh environmental conditions to be found in our region. Many businesses in the KSA need high-quality video solutions and the availability of barox technology will help them to greatly enhance security, efficiency and business sustainability for their customers.”

Sara Fisher, International Market Development Specialist at barox adds: “We are delighted to partner with AlJammaz Technologies and together, deliver barox’s benefits of advanced switch functionality and performance, simple device integration and product quality for our Middle East customers.

“In addition, for systems integrators, the capability to now specify barox and Genetec as a combined solution is a ‘game changing’ event. Opening-up a new world of powerful barox switch and network management via the Genetec plug-in monitoring tool, Middle East integrator and end user customers will now be able to reap real value and cost saving benefits. This advanced integration capability sets barox apart from other switch manufacturers, as is to be expected from an international brand.”

For more information on the full range of barox managed and unmanaged industrial media converters, professional PoE video switches and integration plug-ins, customers can contact either AlJammaz Technologies on Tel: (+966) 11 476 8811,

Email: Ali.Abdallah@al-jammaz.com, Website: www.al-jammaz.com or barox, via Sara Fisher at Email: sara.fisher@barox.uk Full product information is also available on the barox website: www.barox.ch/en

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