



## The MOBOTIX Partner Society: Conquering New Markets Together

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**Langmeil, Germany, August, 21st 2019** – The leading manufacturer of intelligent IP video systems “Made in Germany” is significantly expanding its existing successful partner program with the MOBOTIX Partner Society. Its goal is to develop secure complete solutions based on joint innovations with MOBOTIX partners that expand the MOBOTIX portfolio and open up new markets. With the combined expertise of two or more companies that know what the market needs through working with their customers, MOBOTIX is

also able to solve special challenges and close market gaps.

As a new platform, the MOBOTIX Partner Society bundles the entire spectrum of individual application solutions and makes them accessible to a wide market. "Thanks to the Partner Society, we are able to offer a unique platform that makes the search for intelligent components that have individual requirements much easier. The new platform creates new connections, generates synergies, and opens up new markets," explains Thomas Lausten, CEO of MOBOTIX AG.

Successful partnerships have long been a core element of MOBOTIX's DNA. MOBOTIX's already very successful global partner program is being expanded with the Partner Society, which offers numerous advantages for MOBOTIX, all partner companies and, above all, MOBOTIX customers worldwide: "Our products and solutions very often result in individual solutions for customers that can also be of great interest to other companies, thanks to the expertise and competence of our partners. By means of the Partner Society, we offer a platform through which our partners can distribute these innovations worldwide," says Hartmut Sprave, CTO of MOBOTIX AG.

### **Technology and Solution Partners: integration and innovation with MOBOTIX**

Two Partner Society programs – Technology Partners and Solution Partners – have been created thus far. Technology Partners are innovative manufacturers of complementary products who have integrated MOBOTIX in their own products. By cooperating with technology partners, MOBOTIX supports the market and cooperates exclusively with organizations that are leaders in their field. Quality standards that offer the best solutions together with MOBOTIX premium camera technology are therefore put in place.

Solution Partners are existing MOBOTIX Channel Partners who have already developed their own intelligent application solutions based on MOBOTIX technology. Demand for individual solutions is incredibly high. To this end, each Solution Partner has developed special solutions with enormous added value. MOBOTIX offers these companies marketing across the world via the new platform.

The Partner Society is another important step for MOBOTIX in its transformation process from a premium product manufacturer to a full-service provider of cyber secure solutions based on our strong German DNA.

- explains CEO Lausten. After the initial successes of the MOBOTIX Partner Society on various markets, he is very confident that this new form of cooperation will be a groundbreaking success story.

### **About MOBOTIX**

MOBOTIX is a leading premium quality manufacturer of intelligent IP video systems, setting standards in innovative camera technologies and decentralized security solutions with the highest level of cybersecurity. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. "Made in Germany," the company has offices in New York, Dubai, Sydney, Paris, and Madrid. Customers worldwide rely on the durability and reliability of MOBOTIX hardware and software. The flexibility of its solutions, their integrated intelligence, and their utmost level of data security are valued in many industries. MOBOTIX products and solutions help customers in the industrial manufacturing, retail, logistics, and healthcare sectors, to name just a few. The company is working on redefining the future on the basis of strong, international technology partnerships.

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