



## SMARTWARES LAUNCHES COMPLETE NEW GENERATION OF SECURITY ITEMS

Since many years, Smartwares delivers a wide range of security items to the European market. As competition is increasing, Smartwares started focusing on bringing added value to its products, leading to three surprising items that are all working in one app, completing the family of the already existing IP Camera's in this app.

Marcel Trouw, Head of Smartwares Category Management, says: "Our team of category managers is working closely with our strategic suppliers to co-develop these new security products that stand out in functionality and design and guarantee a high level of safety, following the needs of the different European markets. Supported by our own engineers in the Netherlands, we also guarantee our consumers the needed security when it comes to privacy and availability of Apps, adhering to the EU General Data Protection Regulation."

### Camera & lighting in one

The Smartwares Guardian combines exterior lighting with a security camera. Thanks to the easy installation, the camera will be set up in minutes. The camera starts recording and sends notifications to the connected smartphone, so the user could watch in real-time when motion is detected. With a sleek and modern design, the Guardian Light is not just a ultra-clear camera, but also a bright security light.



### Never miss a visitor with a Wifi Doorbell

View, talk and listen to visitors with the new Smartwares Wifi Doorbells - both hardwired (DIC-23112) and with rechargeable battery (DIC-23216). Both doorbells send a message to smartphone or tablet once someone rings it and offer the opportunity to see who is on the doorstep. Simply welcome visitors via smartphone with only the push of an unlock button, even if you aren't at home.

Also within the security lighting range Smartwares constantly seeks for items that bring added value. This can be found in simple installation, ease of use, unique product design or specific product features.

### Robotic floodlight

A good example of a product with added value is the Robotic Floodlight FSL-80114. Marcel Trouw: "The Floodlight is equipped with a motion sensor and the bright light of 1400 lumens follows the motion when someone walks by. This combination makes sure intruders will never enter the garden unnoticed again. Our customers are very positive about this item."



### Note to editors:

For more information, visit [www.smartwaresgroup.com](http://www.smartwaresgroup.com) or contact Britt Thien via +31 (0) 6 10036361 or [britt.thien@smartwaresgroup.com](mailto:britt.thien@smartwaresgroup.com). Download our press kit on [www.smartwaresgroup.com/press](http://www.smartwaresgroup.com/press). For HR images, please contact [marketing@smartwaresgroup.com](mailto:marketing@smartwaresgroup.com)