



SEE.DECIDE.ACT



Dear Colleagues,

The last quarter has been an incredibly busy and successful period for CriticalArc. We've had the privilege of welcoming on board new customers, resellers and partners, as well as supporting regional industry events, such as AUCSO as Platinum sponsor in the UK and the AUSA conference in New Zealand. The period also saw the formal launch of CriticalArc into the US market at IACLEA in Nashville, which was reinforced by the commencement of our US operations based in Denver, Colorado.

The latest version of SafeZone also became available, which features the implementation of SMS and email, extending our mass communication capability to cater for those without Smartphones. We have also introduced options for bulk pre-registration of users, which will reduce the time associated with individual sign up and reduce reliance on physical promotions, helping to increase user uptake rates for the SafeZone service.

We are also introducing into the SafeZone app, a live shuttle bus tracking service, which lets users see the current university shuttle location, meaning they don't need to spend time waiting on cold, dark bus-stops after leaving the library at night.

Looking ahead, the next quarter will see a further collection of universities and higher education institutes from across the globe rolling out SafeZone. I very much look forward to announcing these new customers together with updates of staff hires and further product enhancements.

Please find below further information along with a new resources including educational whitepapers and a customer video.

All the best for now
Glenn Farrant
CEO

Our website has the following New Resources:

- **White Paper:** [Emergency Management in Higher Education](#)
- **White Paper:** [Safeguarding the 24x7 Campus](#)
- **Video:** [SafeZone at York University](#)

[See all Resources](#)





CriticalArc announces its US operations

With a number of key customer case studies showcased at the IACLEA's Annual Conference and Exposition in Nashville, CriticalArc's entry into the US market is underpinned by the opening of a dedicated office in Denver, Colorado. This permanent presence in the United States demonstrates a long-term investment in North America and guarantees the kind of high-quality, localized approach to customer service that is already appreciated by customers in Europe, Asia-Pacific and the Middle East.

» [Read More](#)

SafeZone launch at University of Zurich

Having implemented SafeZone at the University of Zurich, more than 31,000 students and staff can now seek assistance with the simple press of a button, wherever they are located across the university estate. At more than 120 locations across the city, support can be summoned 24/7 via the SafeZone app. In addition, group and targeted mass communication enables the university to alert staff and students to incidents and advise a course of action, wherever they are in the city.

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CriticalArc headline sponsors AUCSO

At AUCSO in Loughborough, UK this April, CriticalArc's team showcased new SafeZone customers, including CQUniversity Australia, Northumbria University, University of York and the University of Zurich. SafeZone's rapid adoption demonstrates that the higher education sector is recognising our unique solution as a cost-effective, people-centred safety solution as well as an effective means for distributing command and control during emergencies at all scales on university campuses.

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Welcome to our new partners

- [ICS USA](#)
- [Reliance High-Tech UK](#)
- [Securitas Saudi Arabia KSA](#)
- [Orion Security Management USA](#)

For more information of these and all our global partners » [Read More](#) (select your region).

For more information:

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Upcoming events

Meet CriticalArc at these events:

- [ASIS 2015](#) Anaheim CA USA, 28 Sept – 1 Oct
- [CUPIC 2015](#) Tysons Corner VA USA, 4-7 Aug
- [Security Institute](#) London UK, 22 September

