



NEWS RELEASE

A WARM RECEPTION FOR ICE CAMERAS! **BAXALL LAUNCHES NEW ICE CAMERA RANGE**

In a major new development, leading UK CCTV manufacturer Baxall Ltd. has launched the ICE camera range, which will shortly replace Baxall's existing portfolio of cameras.

Baxall is well known for its quality CCTV cameras around the world and has been the first with many technological breakthroughs. As a result, the company has an extensive array of cameras for customers to select from. To simplify the ordering process, the company's extensive camera range has been rationalised and updated to the new ICE range.

The ICE camera range features a new, modern eye catching design, smaller size and superior picture quality which comes as a result of improved software technology, although the same highly competitive pricing structure remains. Product codes have also been adjusted to make ordering far simpler for customers.

Baxall's new ICE camera range will be seen for the very first time at IFSEC.

For further information about Baxall's plans for IFSEC visit www.baxall.com.

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