

## Media Release

For immediate release

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### **FFT builds on success in the MENA Region**

The world's leading manufacturer and installer of fibre-optic intrusion detection systems, Future Fibre Technologies (FFT), has expanded its business in the Middle East, with a number of highly successful recent deployments of perimeter intrusion detection systems for airports, seaports and a large number of LNG and petrochemical plants in the region.

“Organisations in the Middle East are starting to understand the benefits of having a fibre optic based intrusion detection system to protect their perimeters both from an operational and cost perspective” says Adam Wilding-Webb, FFT's Middle East North Africa (MENA) Regional Manager.

#### **Extensive Experience and Sales Support**

Adam has worked with security products and systems for many years in the Middle East and is familiar with the special challenges facing those responsible for security in the region. His expertise in integrated perimeter intrusion detection systems is assisting the company's new and existing customers in the region identify the best intrusion detection security solution available.

Operating from its office in Dubai, FFT has experienced sales and support staff in the region, ensuring the Middle East's high proportion of critical infrastructures can be provided with a highly effective intrusion detection security solution for their specific site.

“The fact that our systems do not require any power or electronics to be installed on the fence line make them ideally suited to the critical infrastructures in the region. Our technology uses unique signature recognition and advanced learning algorithms to “know” the difference between a branch blowing against a fence in a storm and an attempted intrusion, ensuring optimum reliability and overcoming problematic nuisance alarms” says Anthony Forester-Bennett, FFT's MENA Business Development Manager.

Anthony has more than 20 years experience in the region and works closely with FFT's System Integrators in Saudi Arabia to expand the company's reach, and is responsible for securing product approvals with partner companies. He has significant experience in ensuring the successful completion of the company's projects in Saudi Arabia.

#### **Dedicated Local Training Programs and Facilities**

FFT are a registered company in the United Arab Emirates, with a dedicated MENA office located in Dubai Internet City which houses a full demonstration suite for Technical Training & Product Demonstrations along with local sales and technical support staff.

FFT have recently delivered FFT Level 1 Training courses to several consultants in Saudi Arabia, Dubai and Oman as well as providing on-site training for several new system integrators who specialize in fibre optics. This ability to offer comprehensive training, coupled with the MENA office demonstration and training centre ensures FFT provides the most highly effective tailored customer service and perimeter security solutions possible for its clients in the region.

### **Specifically Designed FFT Software for the region**

FFT has localised its leading edge technology specifically for region, for example translating its FFT CAMS security management software into Arabic.

The security management system delivers an intuitive and easy to understand alarm interface for security staff, with centrally shared databases between multiple clients, fully interactive and multi-view mapping, secure communications, graphic sensor creation and updating, and improved GUI usability – all in Arabic.

This is another demonstration of the company's ongoing commitment to meet customer requests and tailor security solutions for its MENA clients.

### **Well Financed and Resourced**

With investors and staff based in the Middle East, FFT is well financed and resourced to service any prospective clients in the region, ensuring that FFT MENA can provide specifically designed intrusion detection solutions for a vast range of high risk sites or critical infrastructures.

“The Middle East is the ideal place for FFT to grow its base of world-leading intrusion detection systems and to develop successful business relationships with key industry experts in the region,” says Adam Wilding Webb.

For more information on the dedicated FFT MENA office or for specific product information, please visit [www.fftsecurity.com](http://www.fftsecurity.com) or contact Adam Wilding Webb on (971) 4 4345361.

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