



## New Market Profile and Associated Vertical Market eNewsletters

The guidelines below are suggested guidelines for advertisers to provide material that is already formatted in the "house style". SourceSecurity.com reserves the right to moderate and change copy if required. It is imperative that all copy needs to be relatively descriptive, objective and informative.

Please note: maximum acceptable length is number of characters not letters. Spaces count as characters.

You will be sent a proof of your editorial profile to approve prior to eNewsletter issue date.

### Information / material requirements:

**Images (website):** Please attach maximum of 5 images (depending on the length of copy) in 500x500 pix at 72dpi in .JPG

**Optional: PDF (website):** Please attach the full-length version of the case study as a PDF for downloading.

**Company logo (eNewsletter):** Highest possible resolution, .JPG, 400x400 px, max. 20 KB



**Market profile title (eNewsletter and website):** Maximum of 100 characters

In the Czech Republic, Aperio<sup>®</sup> protects a key water management installation



**eNewsletter sound bite:** Maximum of 100 characters, usually an overview of the market profile (to stimulate interest). This appears below the title on the eNewsletter (not on the website).

Vital environmental work in the Prague area continues, with the help of Aperio<sup>®</sup> wireless locks from ASSA ABLOY. The Povodí Vltavy Praha state enterprise needed secure online access control and battery-powered locks for its new administrative headquarters. It turned to Aperio<sup>®</sup> for an effective, affordable solution.

**Market profile content (website):** This could be an application news, a case study or a product, within the particular market. Please note that it will need to be as relevant to the market as possible.

“Mechanical keys are no use for security needs as stringent as ours. With Aperio<sup>®</sup> we get the highest level of wireless security for an affordable price—leaving as much of our budget as possible for our important environmental work,” says Vit Snevajs at Povodí Vltavy Praha.

The installation includes multiple Aperio<sup>®</sup> E100 wireless escutcheons, in two security grades. Each is linked to the access control system via Aperio<sup>®</sup> 1-to-8 wireless communications hubs, which prove very cost efficient for sites with multiple doors within 15 to 25 metres of each other.

David Nigrín, Sales Manager System Integrators at ASSA ABLOY, says: “Aperio<sup>®</sup> is so easy to install. And because it is wireless, it is ideally suited to new-build premises. There is no need for ugly cabling that destroys building design aesthetics.”

About Aperio<sup>®</sup>: Available on the global market place, ASSA ABLOY’s Aperio<sup>®</sup> Technology enables a wide range of access control providers to cost-effectively integrate non-wired doors with mechanical locks into access control systems.

About Povodí Vltavy Praha: Povodí Vltavy Praha is a state enterprise that manages and maintains significant minor watercourses and state-owned waterworks in the Czech Republic. Its principal brief is to improve the use of surface water and ground water within the entire Vltava River Basin, to ensure a healthy local environment.