



## **BIKAL IP CCTV EXTENDS PRODUCT AND SERVICES WITH REGIONAL OFFICE FOR NORTH AMERICA**

24<sup>th</sup> December 2010, London, UK. Bikal IP CCTV Ltd announces Colorado as the chosen state for their first office in the USA. The Denver location will be responsible for servicing the North & Central American regions as well as the Caribbean Islands. This extends the geographical reach of Bikal into another major territory and highlights the importance of the region.

“I am glad that Bikal chose the USA as a dedicated territory for the Bikal range”, remarked Bikal USA President, Mr. Blake Walliser, “as we can now provide increased customer assurance from a delivery and support standpoint. We can easily manage differing time zones from here and this releases the pressure on London so that they can focus on all important product development”.

While the customer services aspect is important, it is not the only reason for the new office. “With a full operation, which includes purchasing and a potential local manufacturing base, the USA is poised to supply other Bikal offices with products which cannot be readily obtained in other markets”, added Bikal Group CEO, Mr. Raj Sandhu. The importance of the American office is strategic and is driven by global customer requirements and support.

Over the next six months current customers located within this region will be transferred across to the USA office, and Mr. Walliser will personally handle this transition. The task at hand is not simply to maintain these operations, but to grow the client base in both Europe and the USA as a direct response to the increased efficacy of the new regional office.

### **About Bikal IP CCTV Ltd**

Bikal provides High Quality **IPCCTV** equipment including network **IP cameras**, network video recorders & CCTV software. Bikal products & services offer world leading 'IP CCTV' equipment for home and small business to enterprise class solutions. Bikal provide distribution and system integration services across the globe working directly with partners, engineers and system integrators to deliver reliable network CCTV systems.

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