

Kiwi Company TracMap & India's EasySecured Scoop APAC Titles at Global Security Challenge's Regional Finals

â€¢ The two APAC winners will compete with international security start-ups and SMEs for prize funds totalling US\$500,000 in London later this year

SYDNEY August 25, 2011 Security 2011 Exhibition (August 24 - 26, Sydney Convention & Exhibition Centre), organised by Diversified Exhibitions Australia, today announced the APAC winners for the 6th Global Security Challenge. New Zealand GPS guidance company TracMap secured the APAC Small and Medium Enterprise (SME) Award, and Indian two-factor authentication provider EasySecured Software & Services won in the start-up category.

TracMap, based in New Zealand's South Island, is the largest provider of GPS technology to the agricultural sector in New Zealand, and recently won the NZ Hi-Tech Emerging Company Award. TracMap explained how its GPS tracking services can be successfully deployed by emergency services, defence and law enforcement. By equipping helicopters with TracMap's unit, aerial rescue teams can reduce time and cost of aerial searches by 30 per cent.

EasySecured Software & Services, from Mumbai, India, showcased an innovative new two-factor authentication technology that turns any mobile device into a security token without storing data on the device itself. EasySecured sees possible applications for its solution in the protection of e-health records, financial data, and personal information on the Internet as well as enterprise cloud services.

A high profile panel comprised of some of the most renowned security and start-up experts from the US and Australia judged the live presentations held at Security 2011 Exhibition today:

Todd Brethauer,
science advisor at TSWG (Technical Support Working Group), a interagency of the US Department of Defense

Steven Scanlan
from The Australian Department of the Prime Minister and Cabinet National
Security Science and Technology (NSST) Branch

Graham Ingram,
managing director of the University of Queensland cyber security unit, AusCERT

Brad Howarth,
start-up expert, freelance journalist and author

Chris Cabbage,
executive editor of Australian Security Magazine and director of MySecurity
Media

Kim Mettam,
director of business at iWebgate, 2010 winner of the Global Security
Challenges SME Award, worth US\$300,000iWebGates
Mettam welcomed the six APAC finalists and highlighted how the Global Security
Challenge can help security start ups rise above the noise.

TracMap and EasySecured
Software & Services will be competing with regional titleholders from the
UK, Europe, US East and West Coast and the Middle East at the Global Security
Challenge global finals, will take place as part of PitchLive, to be held in London, UK from October 24 25,
2011.

About Global Security Challenge

Supported

by US Department of Defense agency, the Technical Support Working Group (TSWG), BAE Systems plc and Nauta Capital, the Global Security Challenge looks for new technologies and innovations that address public security needs. The competition features two categories, one for startups, which is open to embryonic companies, concept projects or university research projects, and one for SMEs (small and medium enterprises) with annual revenue and investments under US\$15million. The GSC is completely free to enter and makes no demands on IP or company ownership.

The brainchild of OmniCompete, Global Security Challenge was conceived at London Business School in 2005, where the founders met during their MBAs. GSC top contenders from previous competitions have subsequently generated over US\$100 million in investment and acquisitions.

About Security 2011 Exhibition

Security 2011 Exhibition is the must-attend trade show for security professionals in Asia Pacific. Now in its 26th year, Security 2011 is expected to attract more than 4,500 visitors from government and private enterprises, including security consultants, facilities managers, security and safety officers and installers. The 2010 exhibition attendees had a combined buying power of more than \$10 billion.

More than 100 companies have already secured their place at Security 2011 Exhibition, including leading brands such as Assa Abloy, ADI Global Distribution, Mobotix, Dedicated Micros, Genetec, NESS, AXIS, Motorola, Geutebruck, Identive Group, and Gallagher Security Management Systems.

Security 2011 Exhibition is endorsed by the industrys peak body, the Australian Security Industry Association Limited (ASIAL). Register to attend for free at <http://www.securityexpo.com.au>

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About

Security 2011 Exhibition & Conference

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2011 Exhibition & Conference is the largest exhibition and conference event created specifically for the Australian security industry. The event, supported by the peak security industry body ASIAL, and other industry associations, delivers an unparalleled opportunity for exhibitors to showcase security solutions, products and services to a highly targeted and influential audience.

About Diversified Exhibitions Australia

Diversified Exhibitions is one of Australias largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail.

Diversified runs exhibitions at premier venues throughout Australia. Its head-office is in Melbourne. Further information: www.divexhibitions.com.au