

## FOR IMMEDIATE RELEASE

### Maxxess systems announces the first “Unifying Security Solution”™

Yorba Linda, California – April 7, 2016 – Maxxess Systems, Inc., announced a new security solution that incorporates human sensing to provide enhanced situational awareness and response capabilities.

Traditional physical security is defensive in nature. It goes all the way back to moats and castles and gated high walls.

However, today we know that gated communities are not materially more secure than open communities, yet we keep building them.

*A simple neighborhood watch program provides more security.*

Why? Because empowering people leads to better awareness, and better awareness, in turn, empowers people even more. Connecting people is powerful. Sharing information is powerful.

In a world in which the threats are increasingly diffuse and poorly characterized, the challenge is less to create a hard target rather than a soft one, but to create a resilient security environment rather than a rigid one.

Customers have been asking our industry to unify the traditional defensive solutions with more proactive solutions. They want the right information to be available to the right people, at the right time.

They want to deepen the connections within their workforce.

*Maxxess systems announces today the first Unifying Security Solution.™*

Maxxess’ new **ambit**<sup>1</sup> solution adds a human element to traditional security capabilities. Only people can anticipate danger and sense something is wrong. The new solution establishes a comfortable sensing and sharing capability for personnel. This makes it easier for people to become part of a security solution that results in a more pro-active security environment.

This is the first step in making organizations safer and developing a culture of connectivity for our employees. One of the benefits will be an increased awareness of threat situations, and an improved ability to engage in appropriate two-way communication based upon where employees are located relative to the threat location. Another benefit from the enhanced communications capability will be increased efficiency and coordination of regular operational activities.

Nancy Islas, President of Maxxess noted that in the Art of War, Sun Tzu said, “Deep knowledge is to be aware of disturbance before disturbance, to be aware of danger before danger, to be aware of destruction before destruction, to be aware of calamity before calamity.”

The new Maxxess unifying security solution will provide the deep knowledge and awareness that our customers have been requesting.

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<sup>1</sup> Definition:

**ambit**

*noun*

1. Scope or extent of something

2. The trademarked name of a product that expands the effective scope and extent of security protection and influence for an organization.

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**MAXXESS**

For more information on ambit's **Unifying Security Solution:**

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Or see: See [www.ambitmessaging.com](http://www.ambitmessaging.com)

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