



**PRESS RELEASE**

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## **CriticalArc to host SafeZone End User Conference**

WEST MALLING, UNITED KINGDOM, 5 MARCH 2018: CriticalArc announced today that its second annual SafeZone EMEA End User Conference will take place this week at Edinburgh Conference Centre, Heriot-Watt University (7 to 8 March). This year's event – which acts as a [SafeZone](#) steering group and is unique within the sector – will bring together users from across the UK with other industry professionals to share their ideas and experiences, to further strengthen the existing SafeZone user community, and to help provide new insights to guide future product developments.

CriticalArc's two co-founders, Glenn Farrant, CEO and Jahmai Lay, CTO will also join the conference to update delegates directly on current and planned SafeZone developments, to facilitate workshops and group discussions, and to get more detailed end-user feedback.

The headline sponsor for this year's conference is Aruba, a Hewlett Packard Enterprise company. Aruba has recently signed a technology partnership with CriticalArc to integrate its [Meridian](#) location services platform with SafeZone. This powerful new combination will enable SafeZone to offer pinpoint location accuracy within even the most challenging multi-story buildings and to allow faster and more efficient incident responses, targeted messaging and real-time visualisation of assets.

“CriticalArc is constantly striving to enhance SafeZone's offering and looking for technical partners who can complement our solution. The new partnership with HPE Aruba will enable us to offer much more detailed, real-time mapping within buildings to improve our safety and security capability, and will further strengthen our market leadership position,” said Darren Chalmers-Stevens, CriticalArc EMEA managing director.

For more information please visit [www.criticalarc.com](http://www.criticalarc.com) or email [contact@criticalarc.com](mailto:contact@criticalarc.com)

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### Media Contacts

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### About CriticalArc

A global technology innovator, CriticalArc designs and delivers the distributed command and control solution, SafeZone™, which is revolutionising the way organisations manage security and safety operations. Deployed in hours, SafeZone combines complete situational awareness with the mobile control needed for an efficient and coordinated response to incidents from every-day processes and events through to full-scale emergencies.

Headquartered in Sydney, Australia, CriticalArc has offices and operations in the UK and North America providing an international delivery capability and reach. For more information on CriticalArc and SafeZone, please go to [www.criticalarc.com](http://www.criticalarc.com), email [contact@criticalarc.com](mailto:contact@criticalarc.com) or telephone +44 (0) 800 368 9876.

### Social Media

Facebook: <https://www.facebook.com/safezoneapp>  
LinkedIn: <https://www.linkedin.com/company/criticalarc>

### About HPE Aruba

Aruba, a Hewlett Packard Enterprise company, is a leading provider of next-generation networking solutions for enterprises of all sizes worldwide. The company delivers IT solutions that empower organizations to serve GenMobile -- mobile-savvy users who rely on cloud-based business apps for every aspect of their work and personal lives.

Aruba's mobile-first, cloud-first approach addresses the fundamental changes in today's business environment -- the move towards the digital workplace and the explosion of big data. Aruba allows IT professionals to build networks that keep up with these changes by migrating away from expensive-to-operate and proprietary infrastructures, which were originally designed for fixed network connections within the physical confines of the corporate headquarters.

Our networking products are designed to create a mobility experience that GenMobile and IT can rely on in the campus, at the branch and remote. Powered by software defined networking technology, they dynamically manage performance optimization, trigger security actions that used to require manual IT intervention, power indoor location-based services, and automate deployment of networking equipment at scale. Software solutions within the portfolio are designed with a multi-vendor infrastructure in mind.

For more information visit [www.arubanetworks.com](http://www.arubanetworks.com)

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