



## Jack Meltzer to drive new partner programs for Veracity

**Industry veteran joins rapidly expanding Veracity to enhance the support of partners engaged in large, complex and critical IP security video projects.**

**19th September 2017** – Dallas, TX - Veracity, a leading provider of innovative, intelligent solutions that solve real-world IP video challenges in transmission, storage and display, has announced the appointment of industry veteran Jack Meltzer as Director of A&E Programs to help network architects, engineers and consultants develop expertise and specify projects incorporating Veracity solutions.

“Jack Meltzer is one of the most recognisable and highly regarded industry experts having spent over 30 years working closely with channel partners across both North America and Europe to deliver high profile and successful projects,” said Alastair McLeod, CEO for Veracity, “Jack’s appointment underscores our commitment to assist our partners deliver more value using our expanding range of transmission, storage and display solutions. These include COLDSTORE and Command & Control solutions such as icomply. Over the next year, Jack will be instrumental in rolling out an enhanced Veracity partner program that supports an expansion of partner engagement, technical and sales execution that also includes further innovation around partner tools.”

Mr. Meltzer will focus on driving awareness of Veracity solutions and providing planning and support services to consultants, architects and engineers focused on the IP video market. In addition, he will contribute to Veracity’s ongoing development and innovation by identifying existing and emerging market needs and by engaging with industry partners.

Mr. Meltzer has more than 30 years of experience in the security industry. Prior to joining Veracity, he managed A&E programs for over 16 years at several industry leaders including Lenel Systems, Axis Communications, Samsung Techwin (now Hanwha) and FLIR. Mr. Meltzer has also been a member of ASIS International since 1988.

“Veracity is truly an innovative provider of critical technologies that have become vital for system integrators and installers working on some of the most challenging projects across the world,” said Mr. Meltzer, “Our enhanced A&E, partner program will aim to educate the wider market and work closely with professionals across the industry. This will raise both awareness and technical capability when it comes to using Veracity at the earliest stages of system design and engineering.”

Mr. Meltzer will be based within the US arm of the Veracity group with its primary office in Dallas, Texas. He will carry out a nationwide and international remit to deliver the enhanced Veracity partner and A&E programs.



## About Veracity

Veracity delivers innovative, intelligent solutions that solve real-world IP video challenges in transmission, storage and display. For over a decade, our products and designs have been trusted and recommended by security system integrators, enterprise clients and major industry partners. The solid foundations of our in-depth expertise and our highly-talented team enables us to work with key companies in the industry and continuously create new opportunities and growth for ourselves and our partners.

**Transmission:** Veracity offers a full range of IP transmission products designed for IP video, including Ethernet-over-coax adaptors, network extenders and long-range wired Ethernet transceivers, all with POE. Veracity's extensive product range also includes Master NTP time servers, IP camera installation tools, and POE network switches, including 12/24V versions for vehicle applications. Veracity's IP products are sold throughout the world via integrators, distributors and partners. The products have a strong reputation for innovative design, high quality, reliability, and very long lifetimes.

**Storage:** Veracity is the pioneer of the first storage solution designed for specifically for video surveillance. Veracity COLDSTORE™ surveillance storage systems provide the highest possible levels of hard disk reliability and the longest file retention periods whilst simultaneously delivering a 90% reduction in energy consumption versus conventional RAID storage solutions. COLDSTORE™ customers have benefited from a dramatic reduction in total cost of ownership for high capacity storage across applications as diverse as city surveillance, stadia, hospitality, healthcare, retail, logistics, banking/finance, prisons and transportation.

**Display:** Veracity's third product area involves the display and presentation of not just video, but also system information and status monitoring, aimed at improving and simplifying the management of larger surveillance systems. Veracity's aim is to deliver critical monitoring functions in a highly visual and concise manner, reducing operator training costs and improving overall system efficiency. The recent acquisition of icomply is a natural fit for the company and enables Veracity to expand its strategy of delivering high-end security solutions at a lower total cost of ownership whilst helping system integrators and consultants offer better value to our customers.

*For further information on VIEWSCAPE™, TRINITY™ and COLDSTORE™ please contact:*

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