



## **Press Release**

20<sup>th</sup> March 2009

### **ISEL joins the Irisys iConnect Partner Program as an Approved Solutions Partner in Mexico, focusing on Retail.**

Mexico based high technology automation systems supplier ISEL, (Implementos y Servicios Electronicos s.s. de c.c.) has joined the Irisys iConnect Partner Program, with the aim to provide people counting solutions to the Mexican market.

"We are very pleased to welcome ISEL to our partner program. ISEL have an established distribution channel throughout Mexico, which offers a unique opportunity to supply our products" says Farrar Pittman, Irisys Sales Director for the Americas.

"ISEL has specialized for over 10 years in the area of machinery automation, but we are now looking to diversify our business, with a new high technology product. We see a lot of potential in people and traffic measurement systems, as we have seen that retailing has to be more and more effective in marketing and sales each day", says Mario Cruz of ISEL. "One very important way to measure this effectiveness, is by using people counters. Conversion factor is the only way to get real numbers on the effectiveness of marketing campaigns. Today, we are very pleased and excited to join the Irisys iConnect Program, and we are sure that our business will increase successfully with the Irisys Thermal Imaging People Counters" he added.

#### **About Irisys**

InfraRed Integrated Systems Ltd. specializes in the development and manufacture of intelligent infra-red detectors, used in people counting, queue management, thermal imaging, healthcare, and security applications. Founded in 1996, Irisys is based in Northampton, UK with offices in the US. For more information, visit [www.irisys.co.uk](http://www.irisys.co.uk)

#### **About ISEL**

ISEL is an automation and sensor distribution company, representing the following brands in Mexico: Sick (Germany), Schmersal (Germany), Autonics (Korea), Hummel (Germany), Datasensor (Italy), Sunx (Japan), and Stahl (Germany). The company has 21 employees, with a turnover of 2.9 million USD, averaging 30% growth over the last three years. ISEL specializes in photoelectric, inductive and capacitive sensors, machine safety devices, like optoelectronics, curtains and interlocks.

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