



Our Journey to a New Brand

14 Years. 60 Countries

Still Advanced

A nighttime photograph of the London skyline. On the left, the Shard skyscraper is illuminated with warm lights. In the center, the Tower Bridge is lit up, showing its two towers and the suspension cables. The River Thames is visible in the foreground, reflecting the city lights. The sky is a deep blue with some clouds. A dark red banner is overlaid on the right side of the image, containing the text 'Welcome to the world of Advanced'.

Welcome to the world of Advanced

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2004

Move to state of the art manufacturing premises in the UK



2003

Ad-Net-Plus high speed fire panel networking launched



2002

Mx-4000 range expanded to 1-8 loop panels with multiple protocols



2001

Launched Mx-4000 single loop panel



1999

Advanced formed



2005

Win best new exporter at FIC awards, R&D move to new premises in Yorkshire

Fire paging system launched, first manufacturer to offer 3 year warranty

2006



Win FIA Export Innovation award
US subsidiary opens in Boston

2007



Ax Series approved to UL 864
Middle East office opens in Dubai

2008



Launched Ex-3000 range of gas extinguishing panels
Apollo, Argus, Hochiki and Nittan protocols supported on Mx fire panels

2009



Mx-5000 panels approved to EN54 2, 4, 13 by VdS

2010



14 Years of Fire System Leadership

When Advanced was founded in 1999, bringing together a team of fire professionals with perhaps the most knowledge of intelligent fire technology anywhere in the world, our aim was simple: To create the most reliable, best performing and easiest-to-use fire panels and systems available.

One thing has changed, the team at Advanced has expanded and our expertise has grown. In over 60 countries, our fire systems still set the standard for performance and usability, our customer service is legendary and a great deal of our time is spent on R&D, ensuring we stay ahead of the market, and give our customers exactly what they need.

Awarded Queen's Award for
Export achievement

2011



Australian subsidiary Fusion Advanced
opens in Sydney & Melbourne

2012



New global
brand launched

2013



A Global Brand for a Global Leader

Advanced has grown very quickly, we've become the partner of choice for many of the world's fire professionals.

It's important the way we appear and communicate reflects the ethos, qualities and performance of our business, products and services, wherever in the world we operate. To ensure everyone understands the Advanced difference, we've developed a new global brand.

Our new logo reflects the warmth, precision and heritage of our business. Our new brand strapline is '**The Standard in Fire Systems**' because we set the benchmark for quality and ease of use, for service and response every day.

We're rolling our new brand out around all of our operations and we have a whole range of assets from new logos and photography to brochures and datasheets available for partners who need to update marketing materials.

Please contact marketing@advancedco.com with any requests.



Advanced Online

www.advancedco.com is your global entry point to Advanced.

Our new website will be developed to contain all of the information you could want from us, from local contacts and product datasheets, to application stories and product announcements.

Our global website will break down into local versions, that give you access to the products we sell in specific territories such as the US, Australia or Middle East. The website will be one part of a wider digital platform where you can get support, contact us and sign up for focused enews.

For help updating your website with our new brands and imagery etc please contact marketing@advancedco.com.

www.advancedco.com



Marketing and Communications

As you'd expect with a new brand comes a whole range of new communication assets that you can take advantage of.

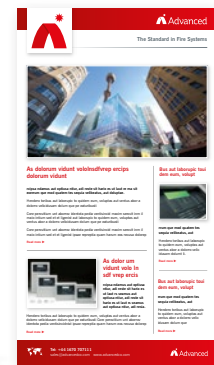
We have a complete suite of brochures covering all of our products in detail, from fire panels and detectors, extinguishing and radio paging systems to software tools and bespoke products.

Accompanying brochures will be system overview charts, new datasheets, binders, product photography, new product logos and a range of other resources.

If you'd like to use these please contact marketing@advancedco.com and we can supply them in a suitable format.

We're also expanding our media resources, this means more stories available to partners and more opportunity for you to be part of our PR and advertising.

If you think you have a story that we could promote across traditional and new media, please get in touch with marketing.



New Product Brands

The world's most advanced fire systems demand the strongest marketing platforms. Product brands that mean more to customers, work harder and help deliver best in class status.

We've created a whole series of new identities for our products. Some of these help us launch new features and services, or better communicate key messages that you may not be aware of in existing systems.

We can supply you with new logos and product photography to update your marketing materials. Please contact marketing with any requests.

Mx^{*}Pro

Axis^{*}

Ex^{*}Go

Life^{*}Line



Multiprotocol Leadership

The panel only market is driven by freedom. Specifiers want to choose the best performing panel and match it with the most appropriate detector range. End users want freedom from expensive maintenance contracts and installers want to be able to work with easy to install and maintain systems, free of restrictive license agreements.

MxPro is our solution, built on 14 years leading the UK analogue addressable fire panel market.

MxPro includes two panel ranges, the advanced MxPro 5 and the benchmark MxPro 4. Both come in 1-8 loop formats and are compatible with Apollo, Argus, Hochiki and Nittan protocols. MxPro is simply the best multiprotocol solution available.



MxPro⁴



MxPro⁵

Choose your panel. Choose your detector. Choose your installer
Real freedom. Advanced quality



The Global Fire Alarm System

Axis is the new high performance fire system from Advanced. Axis holds global approvals and delivers a complete system customised for local needs.

Axis combines our top performing fire panel technology with high specification wired and wireless detectors and devices and a wide range of peripherals for almost any requirement or specification.

It's the flexible, high performance choice that can be scaled from simple one panel installations to 200 panel networks covering huge sites, with complicated cause and effect.

Axis is a system of choice, protecting many of the world's most challenging and prestigious sites.



Axis^{EN}

for the EN54 world



Axis^{AX}

for the UL 864 world

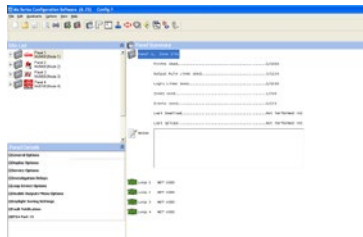
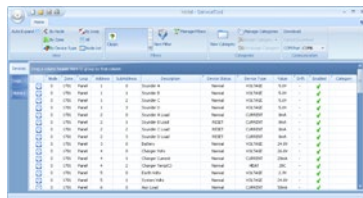
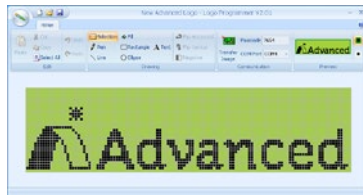


Software for Advanced Fire Systems

Advanced is a global success story because we work differently to other fire system manufacturers. We understand the key to success is delivering easier to set up systems, that require less maintenance and offer more performance. We design 'easy' into our systems and we take the same approach with our software.

Dynamix Tools is a suite of applications that make installing, configuring, customising, monitoring, maintaining and managing a fire system easy, even with very complicated configurations.

Dynamix Tools integrates a system together, makes it easy to run remote monitoring, easy to fault find and easy to plan and configure systems. Dynamix Tools delivers new features such as false alarm reduction and we work with customers to develop new tools for local requirements.





Extinguishing Control the Advanced Way

ExGo is Advanced's ultra-dependable extinguishing control system, used around the world to protect valuable and sensitive assets from national cultural collections to large data centres and server rooms.

ExGo's multi-zone approach, sophisticated cause-and-effect and multiple inputs and outputs are designed to simply, reliably and efficiently trigger gas release via a number of failsafe measures including double-knock and coincidence detection.

ExGo can be supplied with networked Remote Status panels, Hold and Abort push buttons and active EOL units.





Advanced Fire Paging and Deaf Alert System

LifeLine is Advanced's characteristically complete radio paging system.

It is three systems in one easy to use panel. A deaf alert system that simply connects to any fire system and uses pagers and vibrating pillow units to alert the hearing impaired to fire alarms; a sophisticated fire paging solution that transmits detailed fire system status information to pagers carried by key staff; and finally a staff paging solution that transmits preprogrammed messages to staff pagers at the press of a button.

LifeLine is an install and go system, there are no complicated or expensive management contracts and the radio transmitter can be adjusted to allow for precise coverage even in complicated situations.





Custom Built Panels and Control Units

Advanced's special engineering and manufacturing team develops bespoke solutions for customers on the backbone of our market leading fire technology.

From mimic panels and special enclosures to high specification control units and monitoring stations, the AdSpecials team's work is found in thousands of locations worldwide.

Offering a consultancy, design and build service, the AdSpecials department is the epitome of what makes Advanced a manufacturer of choice - we go further to provide customers with exactly what they need.



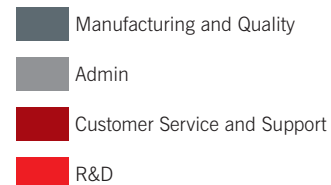


Total Customer Support & Service

Advanced is renowned for the ease of use and performance of its fire systems. Our systems can do a huge amount from one panel, let alone a 200 strong network and the possibilities for an Advanced system are huge.

To ensure our customers get exactly what they need, from specification, through sales, installation and maintenance to expansion we offer Advanced360, an equally advanced customer support service.

Advanced360 offers total customer care from a staff of industry experts and engineers. Support can cover help specifying a system or during installation or maintenance. Advanced360 also delivers full, free-of-charge installer training, online and telephone support and system and fault modeling services. It's Advanced, end-to-end fire system support, free to all customers.



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The Standard in Fire Systems

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