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The Edge Group Announces new alliances with Safe Zone and Hisense USA

(HOUSTON, June, 2020) – The Edge Group is pleased to announce the addition of [Safe Zone](#), the industry-leading manufacturer of the next-generation [Safe Zone Gunfire Detection System](#), and [Hisense USA](#), a fast-growing consumer electronics and appliance manufacturer. These alliances will present both manufacturers with unique strategic opportunities to increase their presence in the network of channels and markets that the Edge members serve.

The Edge Group EVP of Sales & Business Development Nick Scarane said today, “Reliable and affordable gunfire detection can now become an important part of a complete security system for every one of our distributor members and their customers. Safe Zone has developed a groundbreaking solution that is easy to purchase, install and maintain.” He continued, “The addition of Hisense will bring technology solutions to a range of vertical markets and products that are tailored to fit the needs of every industry. Hisense’s fresh line of quality products presents an attractive opportunity to our members who would like to have an entrée into the Pro AV market, one of the current fastest growing industries.”

“We look forward to presenting these solutions to our members,” said Scarane. “Joining The Edge Group means that Safe Zone and Hisense now have a partner who is addressing the challenges of middle market independent distribution by developing complete sales and marketing programs designed to drive sales to the next level of success.”

The Safe Zone Gunfire Detection System combines state-of-the-art detection hardware with leading edge machine learning capabilities to create the world’s most sophisticated and reliable gunfire detection system ever brought to market. “The addition of The Edge Group to our sales organization means that the full benefits of superior quality, affordably-priced gunfire detection are going to be made available to a buying group that represents more than 1200 stocking locations throughout North America,” Safe Zone President Mike Anderson said today. “Through the demonstrated abilities of their network, we will be better able to meet the needs of schools, offices, retailers, malls, houses of worship, among others, in smaller markets everywhere,” Anderson emphasized.

Hisense USA offers the most innovative series of high-end flat-panel televisions that includes a full range of HD TVs to 4k ULED TVs as well as an expanded line of Laser TV products. Laser TV allows the end user the ease of setting up an Ultra Short Throw (UST) projector and an Ambient Light Reflecting (ALR) Screen to enjoy up 100” or 120” of stunning realistic picture quality. Hisense has quickly become one of the fastest growing Top 5 TV brands with a fresh focus on Pro AV and high-end CEDIA markets that includes the latest from 8k ULED monitors to Digital Signage.

Hisense USA Director of Sales Ken Welty said today “The addition of Hisense to the Edge Supplier Roster will help launch our fresh line of quality products that is carefully distributed into the Pro AV market and making the line an attractive opportunity for Edge member distributors, their customers and the end user.”

About The Edge Group

The Edge Group, founded in 1990, is a distributor-owned buying and marketing group with the strength, inventory, and sales equivalent to those of national distributors. Today, The Edge Group represents more than 200 supplier lines serving the datacom, security, low voltage, AV, electronic MRO, and electronic OEM industries. The group has over 1200 stocking locations throughout the U.S. and Canada with more than \$1.2 billion in annual buying power. Distributor members benefit from a variety of support services including purchasing programs, cutting-edge marketing materials and digital tools. Learn more About The Edge Group at <http://www.edge-group.com>.

About Safe Zone Gunfire Detection

The Safe Zone Gunfire Detection System is a stand-alone, affordable, automated indoor gunfire detection system providing actionable intelligence to law enforcement, first responders, and onsite personnel within seconds of a gunshot. Safe Zone’s open API enables easy integration with third-party systems, like an alarm or access control system for a complete emergency solution. For more information, visit www.safezonetech.com.

About Hisense USA Corporation and Hisense Company, Ltd.

Hisense USA Corporation, headquartered in Suwanee, Ga is a subsidiary of Hisense Company, Ltd., established in 1969 and headquartered in Qingdao, China. Distributed across North America, Hisense USA Corporation's product portfolio includes televisions, refrigerators, air conditioners, dehumidifiers, beverage coolers and freezers. To learn more about Hisense, visit <https://www.hisense-usa.com/>.