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## News Release

### ASSA ABLOY Launches Mobile Showroom

#### ***Innovation Road Tour Set to Travel the Country***

New Haven, CT – Visitors that take a tour through the new ASSA ABLOY Mobile Innovation Showroom will never look at doorways the same way again. The global leader in door opening solutions has created a traveling display room that will crisscross the country and leave visitors amazed at the technological advances and sophisticated designs embodied in the door and hardware products developed by ASSA ABLOY Group brands.

The mobile showroom is a 53-foot trailer retrofitted with numerous full-size doorways. Each opening is equipped with ASSA ABLOY Group brand products that address the security, life-safety, convenience and aesthetic needs for any facility. The showroom layout flows into segments for each of these critical building elements.

“ASSA ABLOY has produced a steady stream of new products that are transforming the industry,” said Sean McGrath, Director of Marketing for ASSA ABLOY Door Security Solutions, explaining the motives for creating the mobile showroom. “We wanted a venue to show these innovative technologies to end-users, customers, architects, designers and security integrators. Trade shows would normally provide a reliable means for showcasing our products, but slumping attendance makes this more of a challenge. So we decided to supplement our normal trade show presence and reach out to a wide audience by taking the show on the road. The mobile showroom allows us to interact with those who bypass the tradeshow circuit.”

Among the innovations on display are access control technology breakthroughs including Hi-O™ (Highly Intelligent Openings), WiFi-enabled locks, Weigand-compatible hardware and edge-of-network locksets. A separate room within the mobile display fills with artificial smoke to show off the life-safety capabilities of the LiteGuide™ family of door and hardware products. A section

on aesthetics highlights the company's offering of designer levers and hardware and its large selection of decorative doors. Products that optimize building energy efficiency are also on display, along with a section that explains the Green attributes of the ASSA ABLOY product line.

The ASSA ABLOY mobile showroom will debut September 2009 at the Door and Hardware Institute (DHI) annual conference and exhibition in Orlando, Florida. From there, it will travel across the country and make stops at the request of the company's distribution network. The mobile showroom will also make appearances at national trade shows, providing an opportunity for visitors to the ASSA ABLOY booth a chance to learn more about the company's products and services.

A schedule of the mobile showroom tour is under development. Visit [www.assaabloydss.com](http://www.assaabloydss.com) for more details. For more information, call 877-288-8955.

**About ASSA ABLOY**

ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end-user demands for security, safety and convenience.