DYNACORD

DYNACORD CORPORATE DESIGN GUIDELINES

2024/06/25

Introduction

This Brand Guideline has been developed to help you quickly and effectively navigate the Dynacord brand. The Introduction section covers the brand essence and brand steering wheel, a strong foundation upon which to build the Dynacord brand. The Brand Elements section describes the main elements of Corporate Design for the Dynacord brand. The Corporate Design is binding worldwide. Make your contribution to a globally strong, uniform Dynacord brand identity by applying the specifications in this style guide systematically. This will also assure recognition of the Dynacord brand in all application areas.

Contacts

We are a global in-house team that provides a broad range of Marketing Communications services for the Communications Systems Business Unit – all with the know-how and passion that comes from being so close to our brands every day. It is our goal to produce and provide marketing materials of exceptional quality to help you more efficiently and effectively engage with customers and enhance each step of their brand and product experience. If you have questions concerning Dynacord Corporate Design, please contact the following individuals from the Business Unit Communications:

CHRISTINA BALANON
Director
Global Marketing Communications
+1 (733) 458-0146
christina.balanon@us.bosch.com

GUY LOW
Senior Creative Manager
Copywriting & Media Relations
+1 (952) 736-3935
guy.low@us.bosch.com

HELMUT SEIDL
Creative Expert
Copywriting & Media Relations
+49 (9421) 706-447
helmut.seidl@de.bosch.com

CHRISTIAN WEBER
Senior Creative Manager
Graphic Design
+49 (9421) 706-513
christian.weber1@de.bosch.com

ERIK NIMS
Creative Expert
Graphic Design
+1 (612) 201-6686
erik.nims@us.bosch.com

Brand

Brand essence

For over 70 years, Dynacord has designed and engineered professional audio systems – products that offer unparalleled performance and premium quality, the perfect balance of power and precision.

We have a passion for providing world-class amplification and processing that we share with our users. Our engineering competence is second to none in the industry – sound quality without compromise is in our DNA and in every circuit we make. With each innovation we transfer generations of knowledge and experience, always pushing technology forward, always reinforcing our customers' trust.

We seek to surpass the highest standards of today's audio professionals, audiences and performers. Our industrial design combines finely tuned form with feature-rich functionality across every detail – clean lines and clean sound – and our dedication to durability is demonstrated in the industry's most rigorous product testing program. In applications where failure is not an option, you can rely on Dynacord to be heard loud and clear.

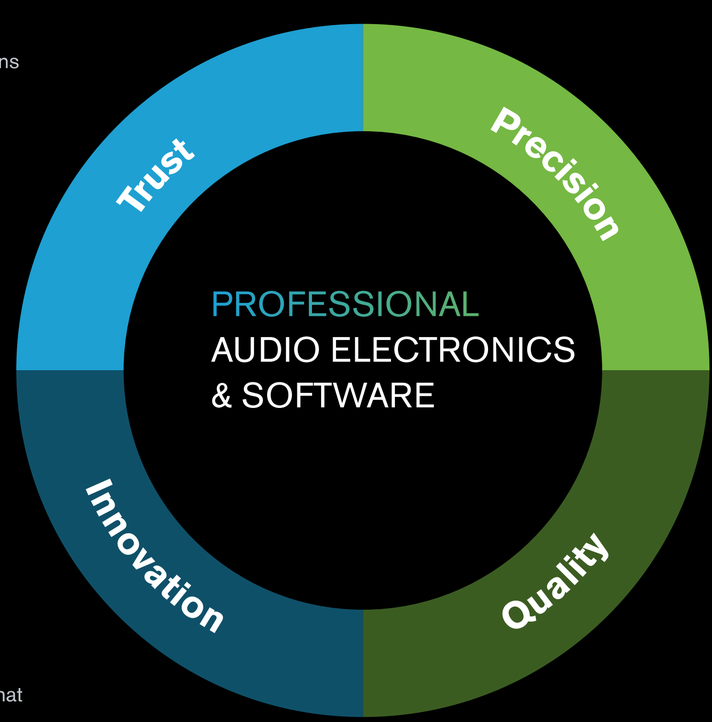
In this pursuit we're proud to be a brand that truly represents the tradition – and future – of professional audio engineering.

Trust

With each innovation we transfer generations of knowledge and experience, always pushing technology forward, always reinforcing our **customers' trust.**

Precision

An optimal combination of premium sound quality and **precision fit & finish**



Innovation

We're devoted to the art and science of audio, always focused upon **innovative ways to create a sensory experience** that is second to none.

Quality

Our engineering competence is second to none in the industry – **sound quality without compromise** is in our DNA and in every circuit we make.

Who we are

Brand positioning

Dynacord designs and builds precision audio systems that are trusted by discerning professionals for their uncompromising performance and reliability, technological innovation and high-end audio quality.

What we deliver

Benefits & rational

- Highest-performance, highest-durability power and processing for audio professionals.
- Leading-edge technologies for system control and supervision.
- An optimal combination of premium sound quality and precision fit and finish
- A broad portfolio offering best-in-class solutions across all vertical markets
- Engineering excellence backed-up by over 70 years of proven performance and innovation

How we appear

Brand image

- Product design theme: Linear Precision
- Visual: professional performance, precision fit and finish; stylish but understated; confident, concise and clear; high-end and high-tech; robust yet refined
- Corporate design: refer to style guide for photography and design elements

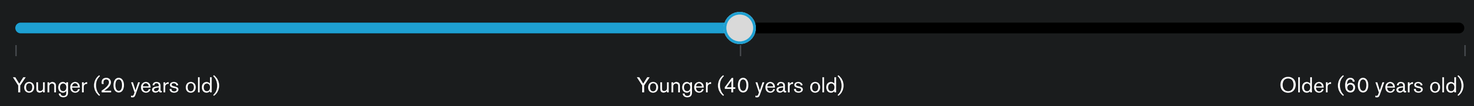
How we are

Brand tonality

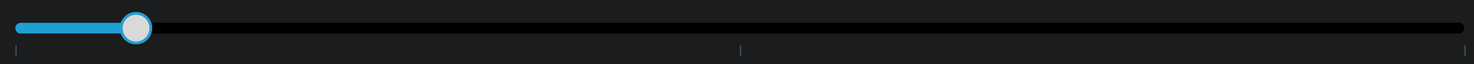
- Sophisticated
- Durable
- Powerful
- Devoted
- High-tech
- Best sound
- Confident
- Uncompromising standards
- German quality
- Precision designed
- High-end fit and finish
- Legacy and experience
- Professional-grade
- Refined industrial design
- Engineering expertise
- Finely tuned form and function
- Optimal performance

Persona

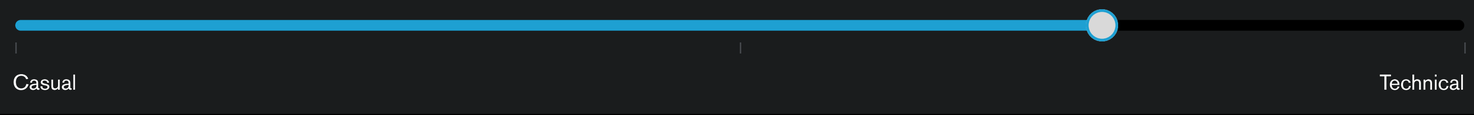
Acting his age



You've heard of him, but maybe not met him

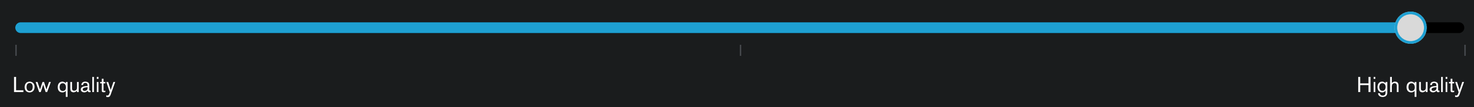


Knowledgeable about his business



Passionate about his craft

Quality is key



An air of confidence

Logo

Symbol/logotype

The Dynacord logo is placed with a minimum distance to other design elements design elements such as photos or text. The minimum distance corresponds to the height of an „D“ of the logotype on each side.

Info! The size of the symbol/logotype can be freely selected.

Colors

The Dynacord symbol/logotype in black or white is the standard version.

Reduced version

The reduced version can be used for smaller representations.

Proportions

The Dynacord symbol/logotype is composed of the symbol and the logotype. As a rule, the symbol/logotype is used as shown.
If it make more sense from a technical or content point of view, the symbol can also be used alone.

1 Symbol 2 Logotype

Font & typography

Berthold Akzidenz Grotesk Pro

Headline
Berthold Akzidenz Grotesk Pro - Bold
Line height: Auto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheadline
Berthold Akzidenz Grotesk Pro - Regular
Line height: Auto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Copy
Berthold Akzidenz Grotesk Pro - Regular
Line height: 140%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Copy
Berthold Akzidenz Grotesk Pro - Bold
Line height: 140%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typesetting

The sizes and spacing fo the font between the text hierarchies are variable and differ depending on the application. Text blocks are set left-aligned.

Headline

Subheadline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad **minim veniam**, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Left-aligned text block with headline, subheadline and copy.

Use of color

Headlines and subheadlines are either in black or white depending on the background. Color gradients can also be used for the headlines to create special highlights. Depending on the background, the normal text is either set in gray 80 on a black background or in gray 55 on a white background. Highlights in the text are set in black or white.

1 **Headline**

2 Subheadline

3 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad 4 **minim veniam**, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

1 Headline:
Akzidenz Grotesk Pro- Bold,
Color: White
Line height: Auto

2 Subheadline:
Akzidenz Grotesk Pro- Regular
Color: White
Line height: Auto

3 Copy:
Akzidenz Grotesk Pro- Regular
Color: Gray 80
Line height: 140%

4 Copy:
Akzidenz Grotesk Pro- Bold
Color: White
Line height: 140%

1 **Headline**

2 Subheadline

3 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad 4 **minim veniam**, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

1 Headline:
Akzidenz Grotesk Pro- Bold,
Color: Black
Line height: Auto

2 Subheadline:
Akzidenz Grotesk Pro- Regular
Color: Black
Line height: Auto

3 Copy:
Akzidenz Grotesk Pro- Regular
Color: Gray 55
Line height: 140%

4 Copy:
Akzidenz Grotesk Pro- Bold
Color: Black
Line height: 140%

2 Subheadline

1 **Headline**

3 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad 4 **minim veniam**, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

1 Headline:
Akzidenz Grotesk Pro- Bold,
Color: Blue Green Gradient
Line height: Auto

2 Subheadline:
Akzidenz Grotesk Pro- Regular
Color: White
Line height: Auto

3 Copy:
Akzidenz Grotesk Pro- Regular
Color: Gray 80
Line height: 140%

4 Copy:
Akzidenz Grotesk Pro- Bold
Color: White
Line height: 140%

2 Subheadline

1 **Headline**

3 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad 4 **minim veniam**, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

1 Headline:
Akzidenz Grotesk Pro- Bold,
Color: Orange Gradient
Line height: Auto

2 Subheadline:
Akzidenz Grotesk Pro- Regular
Color: White
Line height: Auto

3 Copy:
Akzidenz Grotesk Pro- Regular
Color: Gray 80
Line height: 140%

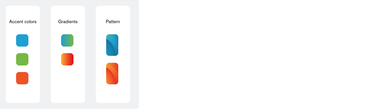
4 Copy:
Akzidenz Grotesk Pro- Bold
Color: White
Line height: 140%

Colors

Black and white, paired with the accent colors, based on the previous accent color blue and the existing SONICUE color palette, places the Dynacord color scheme as open, cutting-edge and forward-thinking. The accent colors, color gradients and color patterns set the necessary accents and bring vibrancy to the design.

Color composition

The neutral base colors (black and white) lay the foundation. Accent colors or gradients can be added



Base colors

Base colors include black and white.

White
HEX #FFFFFF
CMYK 0, 0, 0, 0

Black
HEX #000000
CMYK 40, 40, 40, 100

Accent colors

Matching between the previous brand colors and the color palette of the software such as SONICUE.

The color orange is only used in conjunction with software (SONICUE).

Blue 50
HEX #1EA0D2
CMYK 70, 30, 0, 10

Green 50
HEX #75B843
CMYK 60, 0, 90, 0

Orange 50
HEX #ED5327
CMYK 0, 83, 78, 7

Additional gradient colors

These colors are only used in conjunction with the orange gradient, or as warning and notification colors.

Yellow 50
HEX #FAAF3C
CMYK 0, 29, 75, 2

Red 50
HEX #ED1C24
CMYK 0, 100, 100, 0

Gradients

The color gradients can be used for backgrounds as well as for individual smaller elements such as headlines or smaller graphic elements such as backgrounds for icons or buttons.

Orange color gradients are only used in conjunction with software (SONICUE).

Blue Green Gradient
Blue 50
Green 50

Orange Gradient
Yellow 50
Orange 50
Red 50

Color gradient pattern

Color gradient pattern based on the wavy patterns already used for the software (SONICUE). Here the waveforms have been reduced to the existing rounded brand shapes already used in the hardware design.

These gradient patterns should mainly be used in conjunction with the layout for the software (SONICUE).

Color gradiations

The value of the end of a color name, for example „Blue 50", provides information on the brightness of the color: the higher value, the lighter the color

Info! To fulfill the accessibility standards for color contrasts according to WCAG 2.1, the „distance" between background and text must be at least a value of 50.

#EFF1F2 Gray 95	**#E8F5FA** Blue 95	**#F1F8EC** Green 95	**#FDEEE9** Orange 95
#E0E2E5 Gray 90	**#D2ECF6** Blue 90	**#E3F1D9** Green 90	**#FBDDD4** Orange 90
#D0D4D8 Gray 85	**#BBE3F1** Blue 85	**#D6EAC6** Green 85	**#FACBBE** Orange 85
#C1C7CC Gray 80	**#A5D9ED** Blue 80	**#C8E3B4** Green 80	**#F8BAA9** Orange 80
#B2B9C0 Gray 75	**#8FD0E9** Blue 75	**#BADCA1** Green 75	**#F6A993** Orange 75
#A4ABB3 Gray 70	**#78C6E4** Blue 70	**#ACD58E** Green 70	**#F4987D** Orange 70
#979EA4 Gray 65	**#62BDE0** Blue 65	**#9FCE7B** Green 65	**#F28768** Orange 65
#8A9097 Gray 60	**#4BB3DB** Blue 60	**#91C668** Green 60	**#F17552** Orange 60
#7D8289 Gray 55	**#35AAD7** Blue 55	**#83BF55** Green 55	**#EF643D** Orange 55
#71767C Gray 50	**#1EA0D2** Blue 50	**#75B843** Green 50	**#ED5327** Orange 50
#656A6F Gray 45	**#1B90BD** Blue 45	**#6AA63C** Green 45	**#D54B23** Orange 45
#595E62 Gray 40	**#1880A8** Blue 40	**#5E9335** Green 40	**#BE421F** Orange 40
#4E5256 Gray 35	**#157093** Blue 35	**#52812F** Green 35	**#A63A1B** Orange 35
#43464A Gray 30	**#12607E** Blue 30	**#466F28** Green 30	**#8E3217** Orange 30
#383B3E Gray 25	**#0F5069** Blue 25	**#3B5C21** Green 25	**#772A14** Orange 25
#2E3033 Gray 20	**#0C4054** Blue 20	**#2F4A1B** Green 20	**#5F2110** Orange 20
#232628 Gray 15	**#09303F** Blue 15	**#233714** Green 15	**#47190C** Orange 15
#1A1C1D Gray 10	**#06202A** Blue 10	**#17250D** Green 10	**#2F1108** Orange 10
#101112 Gray 05	**#031015** Blue 05	**#0C1207** Green 05	**#180804** Orange 05

Warning and notification colors

Warning colors are used, for example, for warnings, error messages or highlighting. They are not used as a design element and only have functional character, such as in notifications. Yellow is suitable for important notifications, Red for error messages and Green for positive feedback.

Yellow 50
HEX #FAAF3C

Red 50
HEX #ED1C24

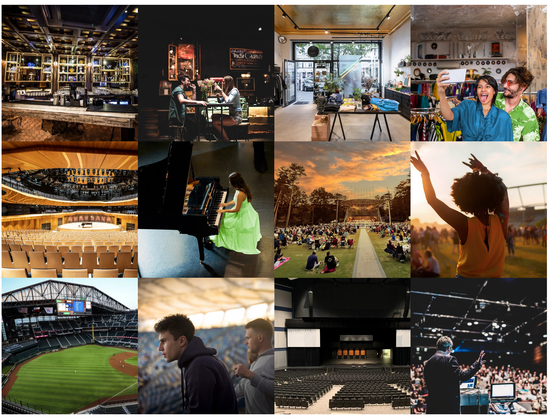
Green 50
HEX #75B843

Imagery style

Authentic living and product worlds - We're devoted to the art and science of audio, always focused upon innovative ways to create a sensory experience that is second to none. Real living environments and diverse situations in authentic surroundings express this in the visual language.

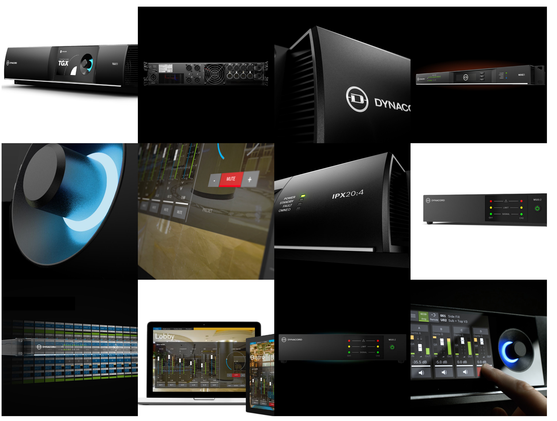
The image world

The image style is characterized by vivid, saturated colors that create a lively atmosphere. In addition, optional color accents can be set. There is no strict requirement for color codes, rather than focus here is on the possible emphasis of certain elements. Our images should look natural, modern and of high quality. The imagery is authentic, lifelike and emotional appealing with a positive effect. People are showing in their natural surroundings and life situations. To create a complete storyline, the respective vertical should be told from an overview of the installation to an emotional level



Technical and product explanatory motifs

Depending on the area of application, different forms of presentation are available, such as details & close-ups, and 3D renderings. The design is highly reduced. A deliberately clear visual language directs the viewers attention on the product.

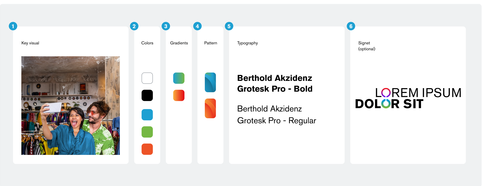


Key visuals

A key visual is a central image that represents a topic or subject area and has a high recognition value. It can be a photo, 3D rendering or illustration and is often combined with text. It should be used for the long term and be applied as striking cover image in various media formats. The Dynacord image style or the Dynacord illustration style should be followed when creating it.

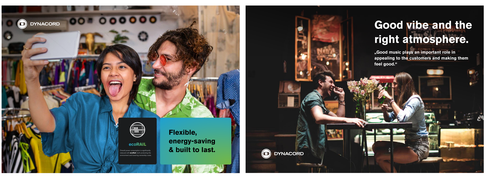
Design elements

The Dynacord image style is characterized by the use of saturated colors that create a lively atmosphere. When using typography, Berthold Grotesk Pro can be used in Regular or Bold, and the basic rules defined in Font & Typography apply here.



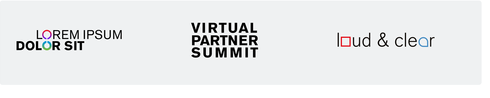
1. A photograph or 3D rendering serves as the main motif.
2. A Dynacord color can be selected for a additinal box.
3. A Dynacord gradient can be selected for a headline or additinal box.
4. A Dynacord pattern can be selected for additional box
5. Text is always set in Berthold Akzidenz Grotesk Pro Bold or Regular.
6. A signet can be placed additionally if required.

Application examples

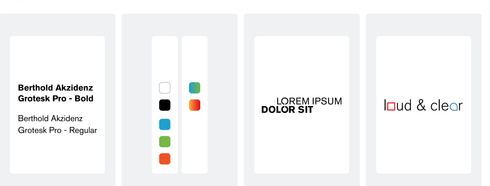


Signets

A signet is a graphical sign to attract attention to a specific project or topic. It functions as a visual tool that embodies both the identity and the message of the project.



Signets design



Only Berthold Akzidenz Grotesk Pro in Bold and/or Regular font styles are permitted as a font. The font can be lowercase, mixed or in capitals.

All Dynacord basic or accent colors incl. gradients are permitted. Sufficient contrast and legibility must be ensured.

Simple graphic elements to visualize the theme are permitted, the respective brand shapes can also be used for this purpose.

For a dual-brand design (Dynacord & Electro-Voice), brand shapes and colors of the respective other brand can also be used.

Technology Illustrations

The technology illustrations should only be used in conjunction with explanatory texts on the respective technologies.

dualCOOL

dualCOOL, ensures silent operation for applications in quiet environments, while a built-in multi-stage fan is activated under extreme thermal conditions.

ecoRAIL

Overall power consumption is significantly reduced with **ecoRAIL**, both protecting the environment and lowering ownership costs.

powerTANK

powerTANK technology adds flexible power allocation, acting as a power reservoir.

JTM

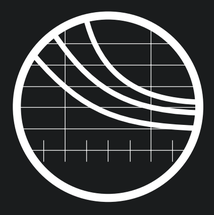
Junction Temperature Modeling, safe operation and constant temperature monitoring in real-time.

cccLIMITER

Cycle by Cycle Current LIMITER, Extremely reliable and stable loudspeaker drive even below two ohms.

ghostPOWER

ghostPOWER, problem-solving audio technology for power outages.



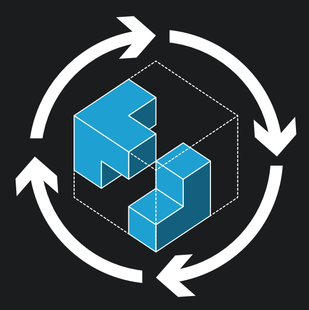
VLD

Variable Load Drive, highest flexibility with multiple operation modes. Enables low Z and/or high Z loudspeaker lines with one amplifier.

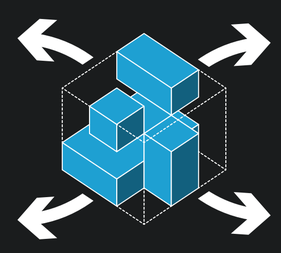
OMNEO

OMNEO is a standards-based, professional media networking solution which provides high-quality multichannel media transmission and powerful, reliable system control via standard Ethernet IP networks.

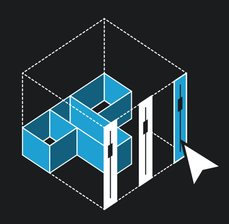
Talking Points



Enhanced integration & automation



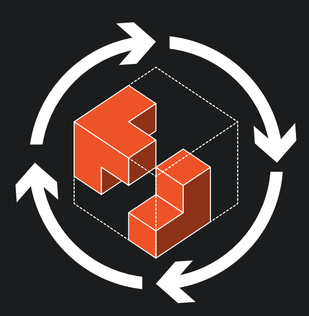
Design flexibility



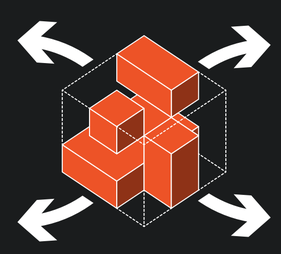
Advanced system control

Leading audio performance

Info! Layout example for software (SONICUE) and relevant products



Enhanced integration & automation



Design flexibility

Advanced system control

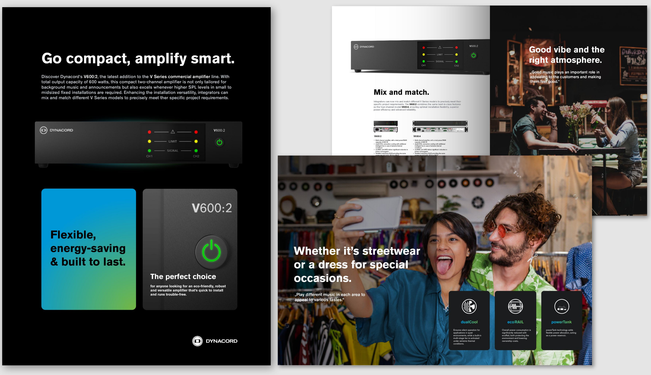
Leading audio performance

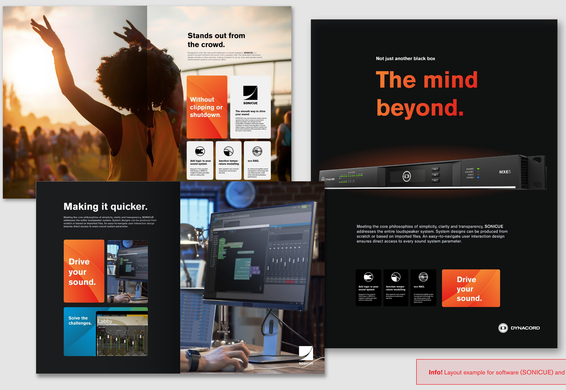
Print

A key aspect in the design of print touchpoints is the use of basic elements to promote brand recognition.
In addition, it is important to consider the specific requirements of the respective print medium, such as brochures, flyers or advertisements.

Brochures & flyers

The neutral base colors (black and white) lay the foundation. Accent colors or gradients can be added

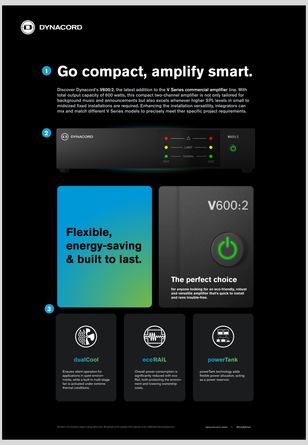




Info! Layout example for software (SONICUE) and relevant products

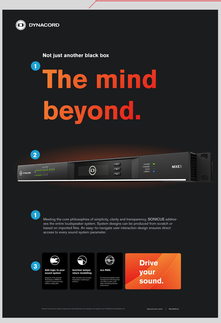
Print Ad

The neutral base colors (black and white) lay the foundation. Accent colors or colors or gradients can be added.

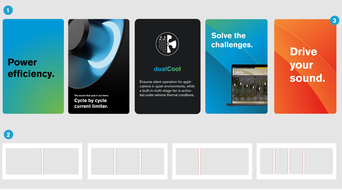


1. Text can be placed directly on the background.
2. Product images can be placed directly on the background.
3. Boxes can be used to structure the content.

Info! Layout example for software (SONICUE) and relevant products

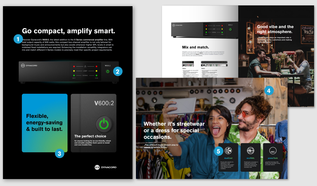


Boxes



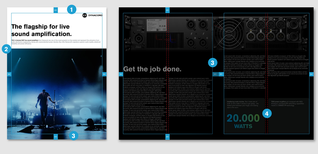
1. Boxes can contain color gradients, brand shapes, photos, illustrations and text as well as combinations.
2. They can be freely positioned within the layout frame and have different column widths.
3. Boxes always have rounded corners.

Design components



1. Text in different formatting set in Akzident Grotesk Pro
2. High quality 3D product renderings, on a dark background with a transparent color gradient to highlight the product.
3. Boxes are used to structure and emphasize certain content. They can contain text, icons and images.
4. High quality and printable images.
5. Illustrations to symbolize Dynacord technologies and features.

Margins



1. The margin at the top and bottom is 4 "D"
2. the margins on the left and right are 3 "D"
3. The inner margin per side is 4 "D"
4. The column width is 1.5 D

Social Media

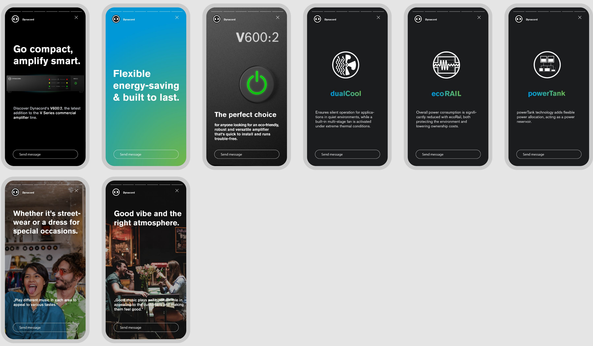
By implementing the following guidelines, Dynacord appears as a unified brand in all social media channels and this creates a positive brand experience. In this way, the Dynacord brand is not only strengthened but also achieves a high recognition value.

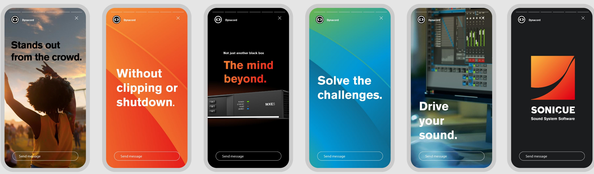
Stories

The following guidelines essentially describe how to use images for social media stories. Their images and texts must correspond to the Dynacord imagery style and Dynacord tonality. In addition, images on social media must have a sufficiently high resolution to visually represent the quality of the brand.

Examples

Images can be combined with text, icons and illustrations.





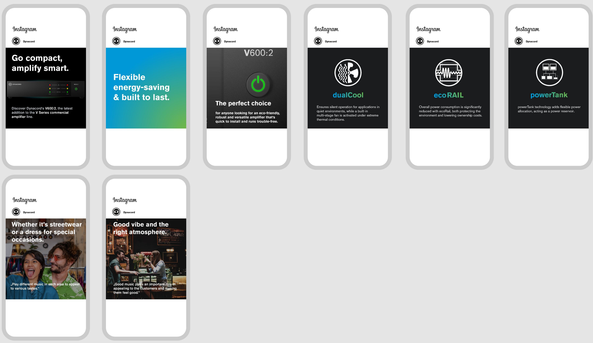
Info! Layout example for software (SONICUE) and relevant products

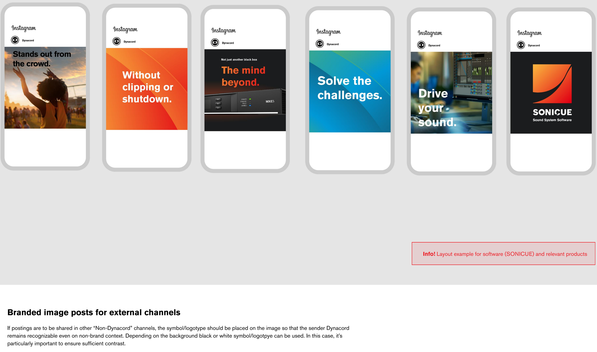
Postings

The following guidelines essentially describe how to use images for social media stories. Their images and texts must correspond the the Dynacord imagery style and Dynacord tonality. In addition, images on social media must have a sufficiently high resolution to visually represent the quality of the brand.

Examples

Images can be combined with text, icons and illustrations.

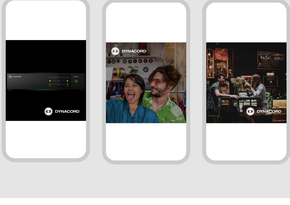




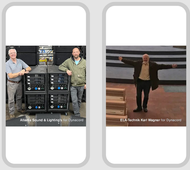
Info! Layout example for software (SONICUE) and relevant products

Branded image posts for external channels

If postings are to be shared in other "Non-Dynacord" channels, the symbol/logotype should be placed on the image so that the sender Dynacord remains recognizable even on non-brand contest. Depending on the background black or white symbol/logotype can be used. In this case, it's particularly important to ensure sufficient contrast.



Mentions of users in re-postings



Web banner

This section helps to design web banners in the *Dynacord Corporate Design*. To fully implement the designs, a basic understanding of the general design principles for the Digital Design System is required.

Layout grid

The web banner layout is based on a predefined layout grid. This allows a flexible component placement while keeping consistent spacings.

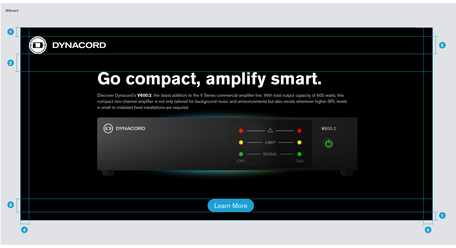
Layout grid: All components are aligned a square 0.25 rem (4 px) layout grid.

Spacings within a template

The web banner layout is based on a predefined layout grid. This allows a flexible component placement while keeping consistent spacings.

1. 1 rem (16 px)
2. Minimum spacing: 1.5 rem (24 px)
3. 1.5 rem (24 px)
4. Button small: Box height: 1.5 rem
5. Minimum spacing: 1 rem (16 px)

1. 1 rem (16 px)
2. Minimum spacing: 2 rem (32 px)
3. 2 rem (32 px)
4. Button medium: Box height: 2 rem
5. Minimum spacing: 1 rem (16 px)
6. 1 rem (16 px)



1. 2 rem (32 px)
2. Minimum spacing: 4 rem (64 px)
3. 4 rem (64 px)
4. Button large: Box height: 3 rem
5. Minimum spacing: 2 rem (32 px)

Banner types

Billboard: 93.75 x 43.75 rem (1500 x 700 px)
Halfpage Ad: 18.75 x 37.5 rem (300 x 600 px)
Medium Rectangle: 18.75 x 15.625 rem (300 x 250 px)
Skyscraper: 11 x 37.5 rem (176 x 600 px)
Wide Leaderboard: 60.625 x 5.625 rem (970 x 90 px)

Button type

Special button types are used for the banner design.

Button large

1. margin: 1.5 rem
   font style: XL
2. Box height: 3 rem

Button medium

1. margin: 1 rem
   font style: M
2. Box height: 2 rem

Button small

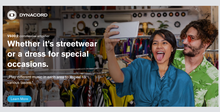
1. margin: 0.75 rem
   font style: S
2. Box height: 1.5 rem

Overview

Various banner types are available to create web banners. To ensure that the display of the web banner does the brand promise justice, please adhere to the various guidelines for each banner type.

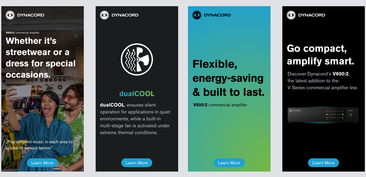
Billboard

A Billboard offers the best option to draw attention from the user. Due to its generous dimensions, it provides a lot of space for designing the information.



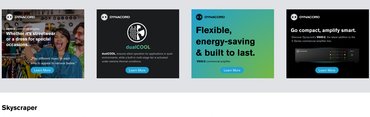
Half-page Ad

This banner attracts much attention. Trough its integration into the content area of a page, the user's attention is quickly drawn to the marketing message. In addition, the format is generous. The half-page ad is larger and more eye-catching than other integrated ad formats and offers a lot of space for creative campaigns. It is therefore ideal for ad formats requiring wide-scale attention-grabbing campaigns.



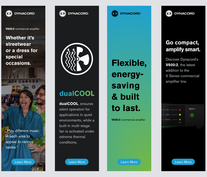
Medium Rectangle

The Medium Rectangle is an ad format that is incorporated directly within the editorial content of a website. Due to its proximity to the content, the format encourages trust in the marketing message and has a strong advertising effect.



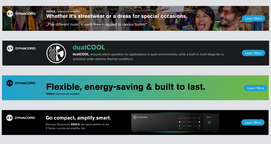
Skyscraper

The Skyscraper is a very classic ad format. The eye-catching portrait format and its vertical placement make the Skyscraper an ideal ad format for campaigns.



Wide Leaderboard

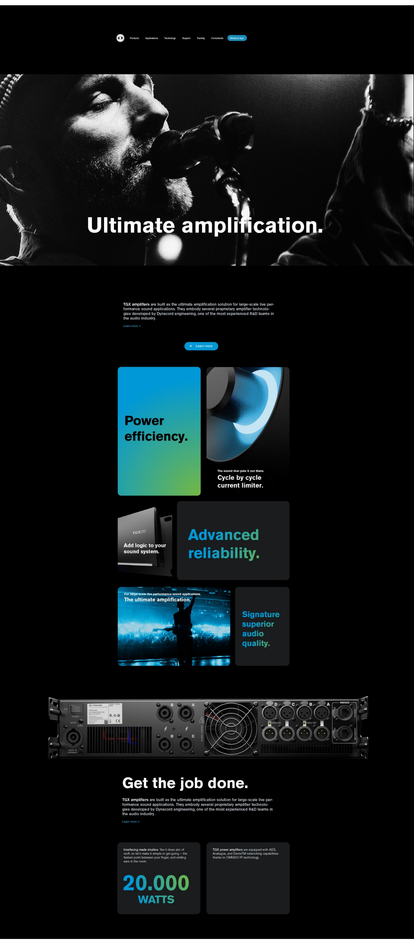
This banner utilized the entire page width of a website and thus offers much room for a creative implementation of a marketing message. Its exclusive placement in the header area of a website draws increased attention from users.



Website examples

The website uses the current available in light mode or dark mode, depending on the appropriate applications.

Examples dark theme



Header

The header is the central navigation of a website and highlights every page with the Dynacord symbol/logotype. Its navigational elements such as links or the main menu, users can quickly access further content and pages.

Dark theme

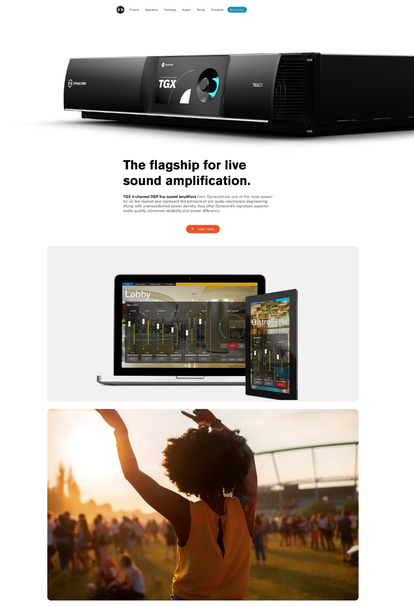
Light theme

Structure

Header Standard

1. Symbol/logotype
2. First Level Menu
3. Global navigation elements / Buttons with icon, without label or only label

Examples light theme



DYNACORD

NORTH AMERICA GLOBAL HQ
Bosch Security Systems, LLC
Burnsville, MN +1-952-884-4051

ASIA PACIFIC REGIONAL HQ
Robert Bosch (SEA) Pte Ltd
Singapore +65 6571 2808

LATIN AMERICA REGIONAL HQ
Robert Bosch, Limitada Security
Systems Campinas, SP, Brazil
+55 19 2103-4282

EUROPE REGIONAL HQ Bosch
Sicherheitssysteme GmbH (EVI
Audio GmbH) Straubing, Germany
+49 9421 706-0

CHINA REGIONAL HQ Bosch
(Shanghai) Security Systems Ltd.
IBP, Changning District Shanghai,
P.R. China 400-8310-669