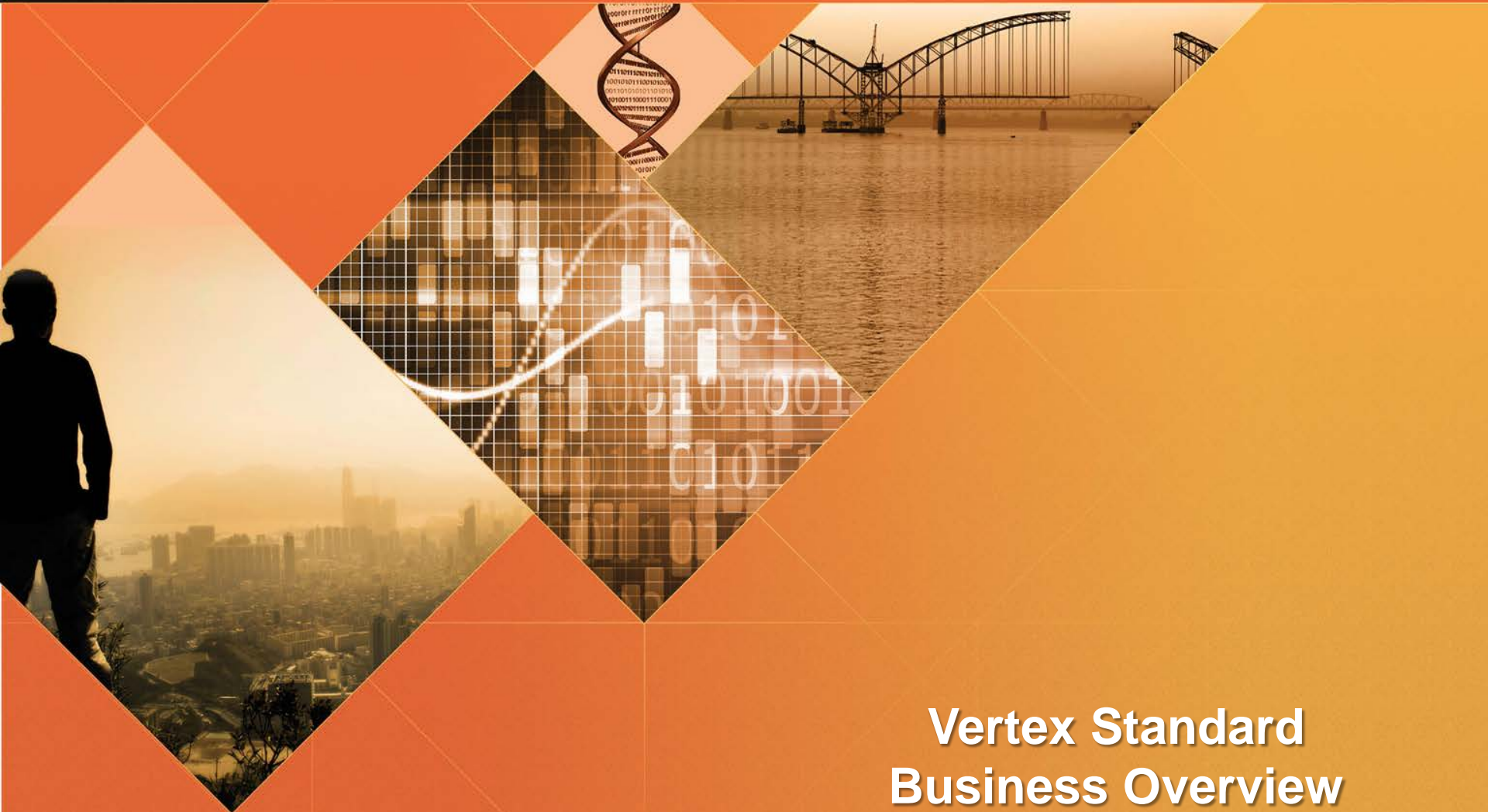
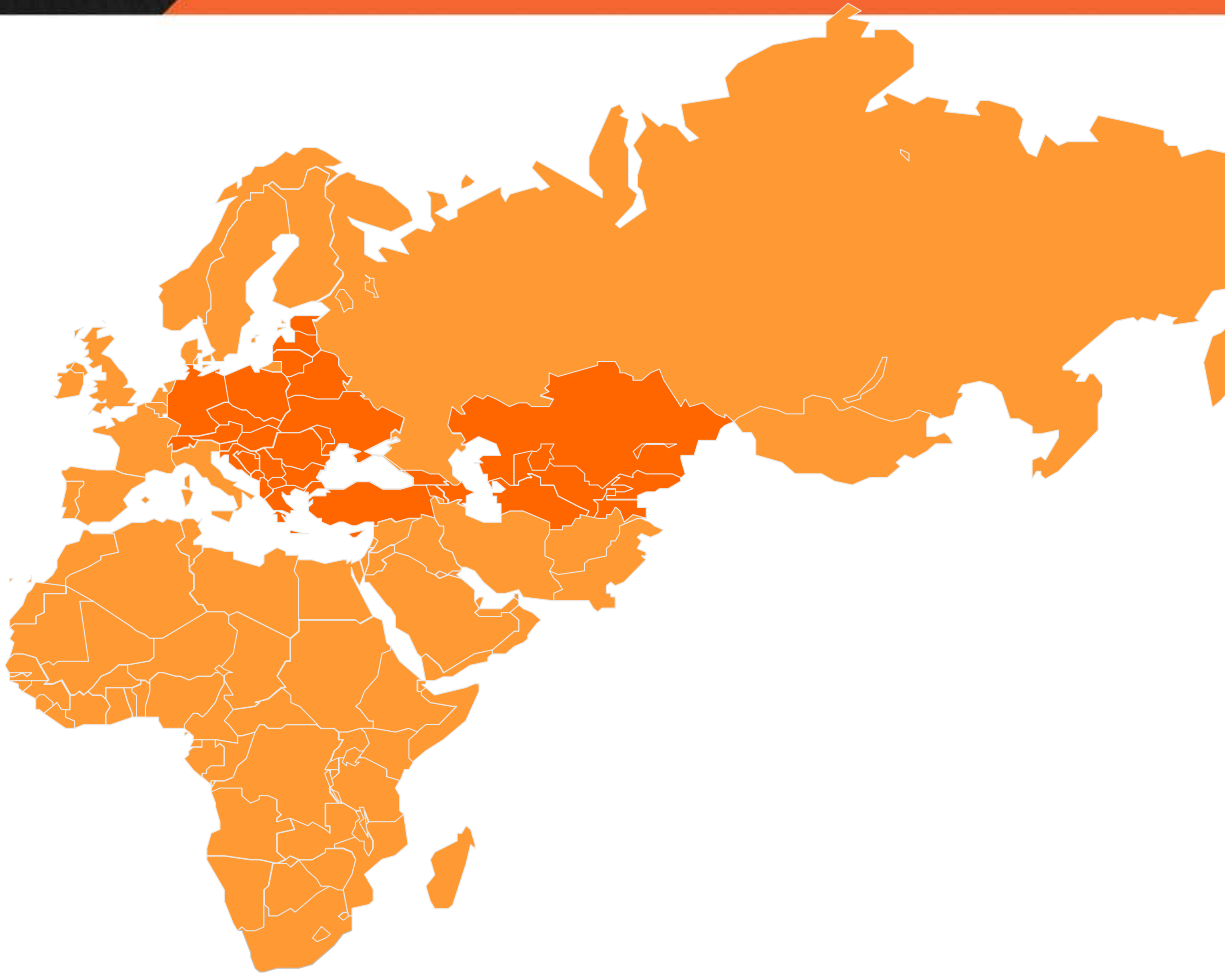


# EVOLVE TO BETTER



## **Vertex Standard Business Overview**

# Martin Rogat

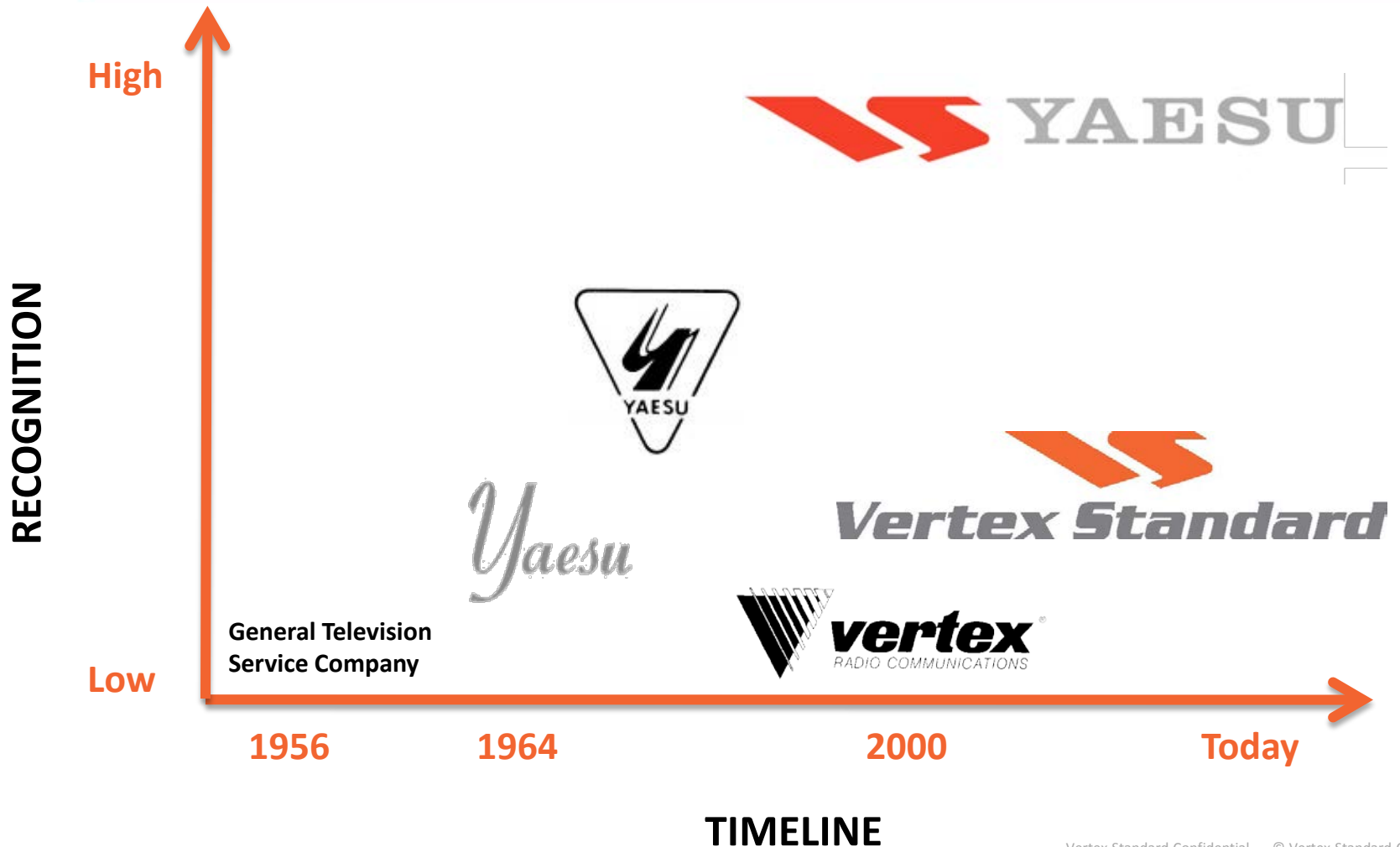


BDM & Sales Manager  
Central & Eastern Europe, CIS

# About Vertex Standard

- Headquarters: Tokyo, Japan
- Established in 1956
- Operating as Vertex Standard LMR, Inc. (effective 2012)
- 800 Employees Worldwide
- Brands:
  - Vertex Standard
  - Standard (Japan)
- Expanding worldwide reach: products sold in 150+ countries by 2,500+ resellers
- Increasing investment  
11.5% in Research and Development

# Branding Evolution and Focus



# Our Brand

- **Vertex Standard is an independent brand**
- **The brand is 2 words: Vertex Standard**
  - Consistency matters!
- **Global brand strengths:**
  - Compact radios
  - Feature rich
  - Reliable performance
  - Great value

# Vertex Standard LMR

## Our Business

### Amateur Radio



- Handhelds
- Mobiles
- Transceivers/Amps
- Receivers
- Rotators



### Marine Radio



- Fixed mount
- Handheld
- GPS Chart Plotters
- Loudhailers



### Land Mobile Radio








- Portables
- Mobiles
- Base stations
- Repeaters








Increase Market Share  
#2 Position in  
Global LMR Market

# Highest global market share in corporate history

## NORTH AMERICA MARKET RANK






				
#1	#2	#3	#4	#5

## EMEA MARKET RANK

				
#1	#2	#3	#4	#5






#1 in Ukraine, #2 in Russia and Uzbekistan

## LATIN AMERICA MARKET RANK

				
#1	#2	#3	#4	#5





#1 in Paraguay and #2 in Brazil, Argentina and Cent America

## APAC (non-Japan) MARKET RANK

				
#1	#2	#3	#4	#5

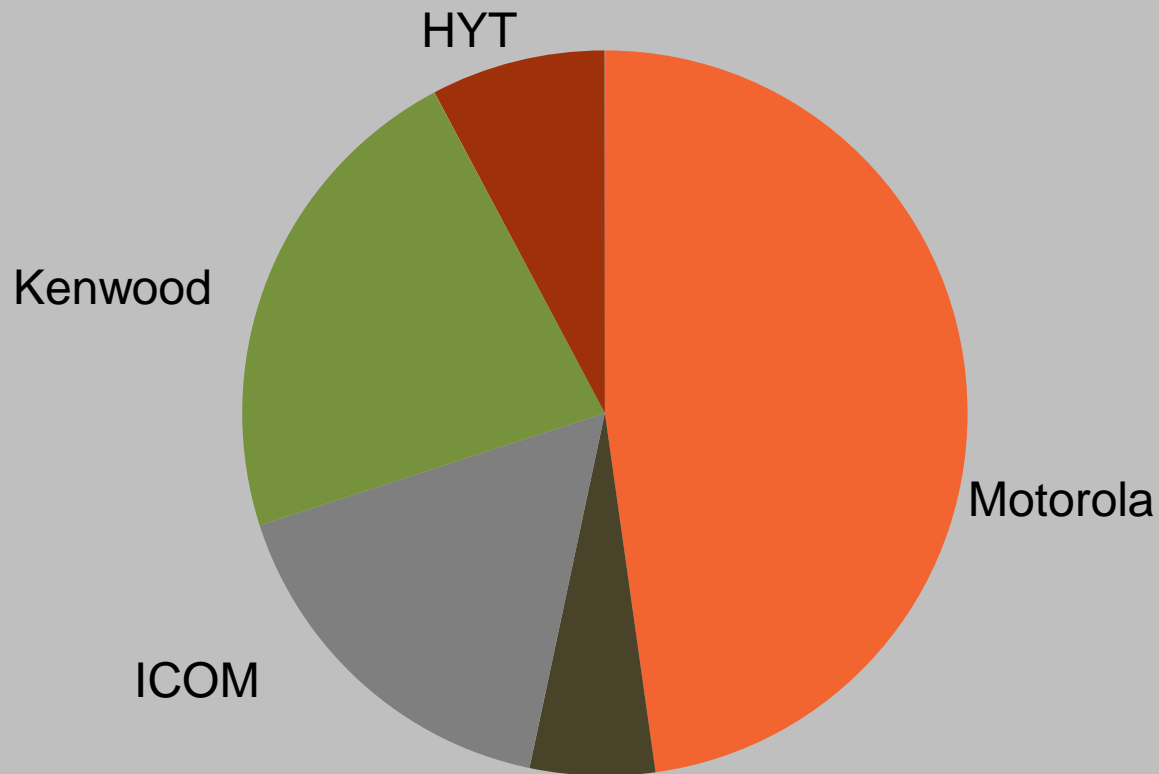
Significantly increased market position in South Asia

## JAPAN MARKET RANK

				
#1	#2	#3	#4	#5

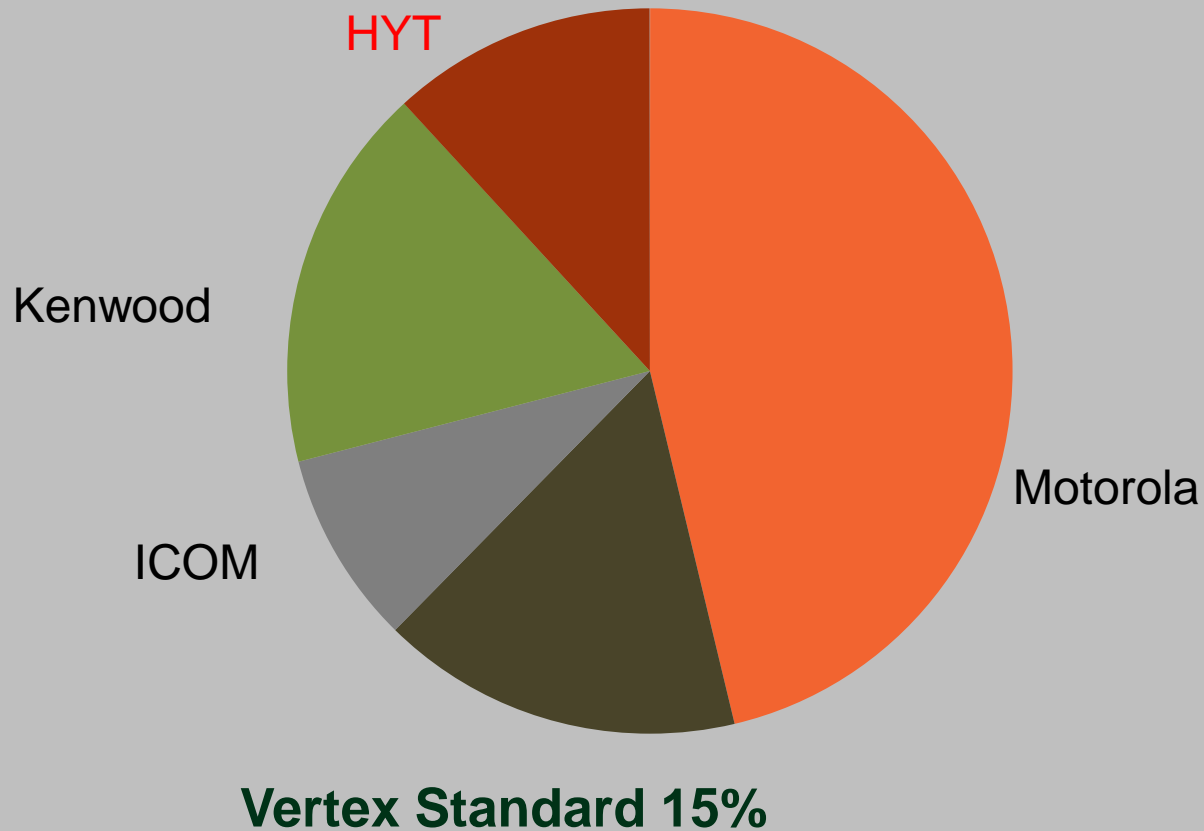


# 2008 Market Share



**Vertex Standard 5%**

# 2012 Market Share



# EVOLVE TO BETTER



## Analogue Portfolio

# Current Portfolio



VX-241



VX-231 VX-351 VX-354



VX-451 VX-454 VX-459



VX-921 VX-924 VX-929 VX-821 VX-824 VX-829

PMR 446

Entry Tier

Mid Tier

High Tier



VX-2100 VX-2200



VX-4500 VX-4600



VX-5500

# Current Portfolio

## HF Mobile / Base-station



**VX-1400**



**VX-1700**

## Repeaters



**VXR-7000**



**VXR-9000**

# More Than Just a Radio

Safety	Entry Tier	Mid Tier	High Tier
LONE WORKER	X	X	X
EMERGENCY	X	X	X
ATEX			Portable
Safety/Instructions	Entry Tier	Mid Tier	High Tier
VOICE STORAGE (120 SECONDS)		option	option
Security	EntryTier	Mid Tier	High Tier
REMOTE RADIO STUN, KILL, REVIVE (5-TONE)	X	X	X
VOICE INVERSION ENCRYPTION	option	X	option
ROLLING CODE ENCRYPTION	option	option	option
Communications Awareness	EntryTier	Mid Tier	High Tier
AUTO RANGE TRANSPOND SYSTEM (ARTS™)	X	X	X
Control Flexibility	EntryTier	Mid Tier	High Tier
REMOTE CONTROL HEAD CAPABLE		Mobile	Mobile
MULTI-CONTROL HEAD CAPABLE			Mobile



# Analogue is alive and well

Wide range of radio choices serving the vast needs of customers around the world

Portables



Mobile

Repeaters

HF SSB

---

**New Analogue Products in Development**

**Highly Competitive**

**Competitive Analogue Solutions**

# Pushing to the Possible

**Evolving Affordable Digital  
To Meet Core Global Needs.**



Do you know?

6,169.3864

# Do you know?

All of these radios are  
**Analogue**



None of these Radios are  
**Digital**



# None

# Target Analog Radio Models for Digital Conversion

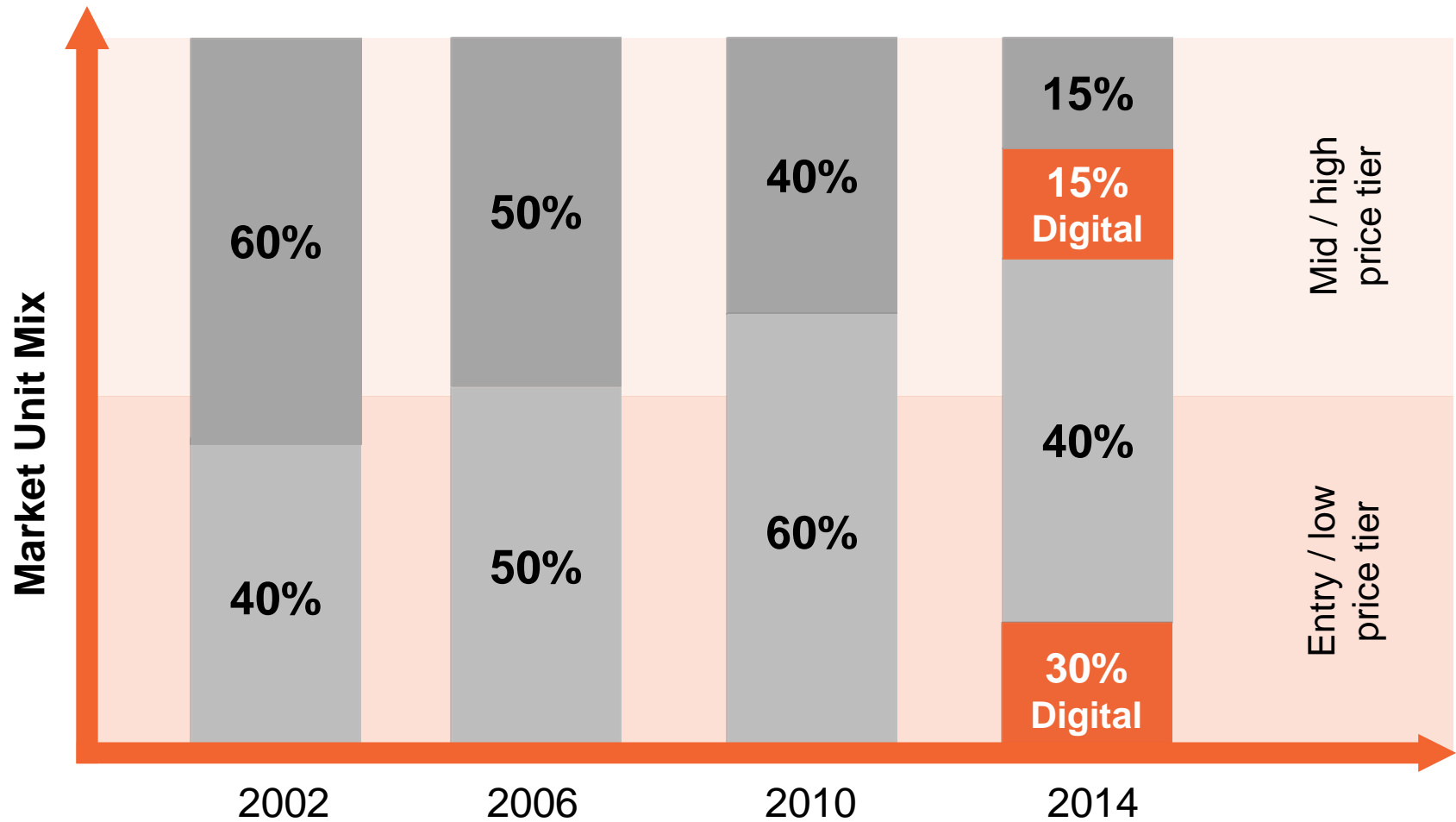
KENWOOD

  
ICOM<sup>®</sup>

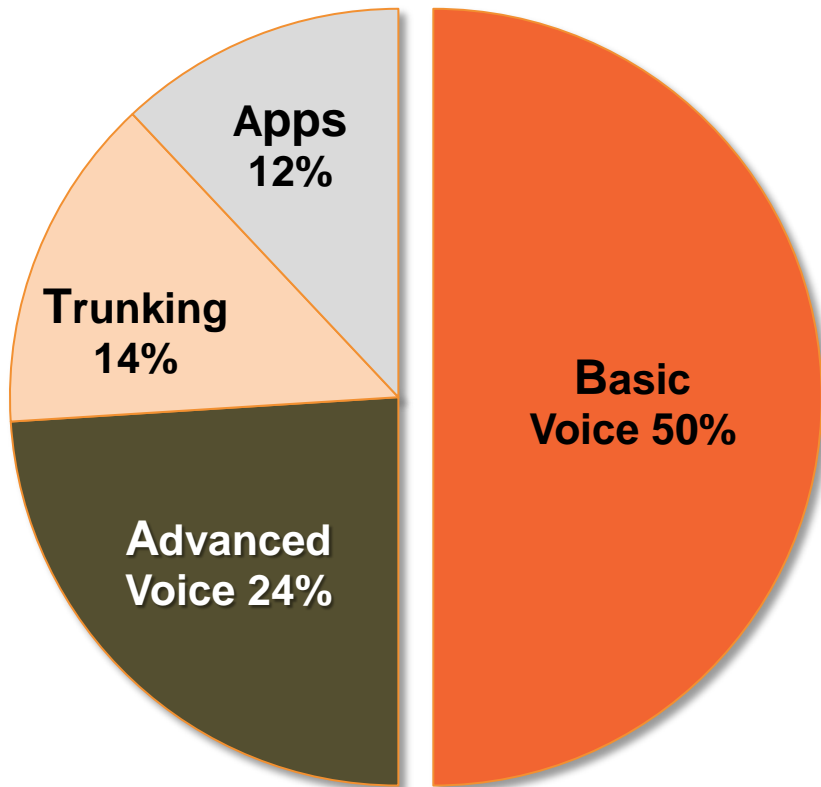
 Vertex Standard



# Digital Migration



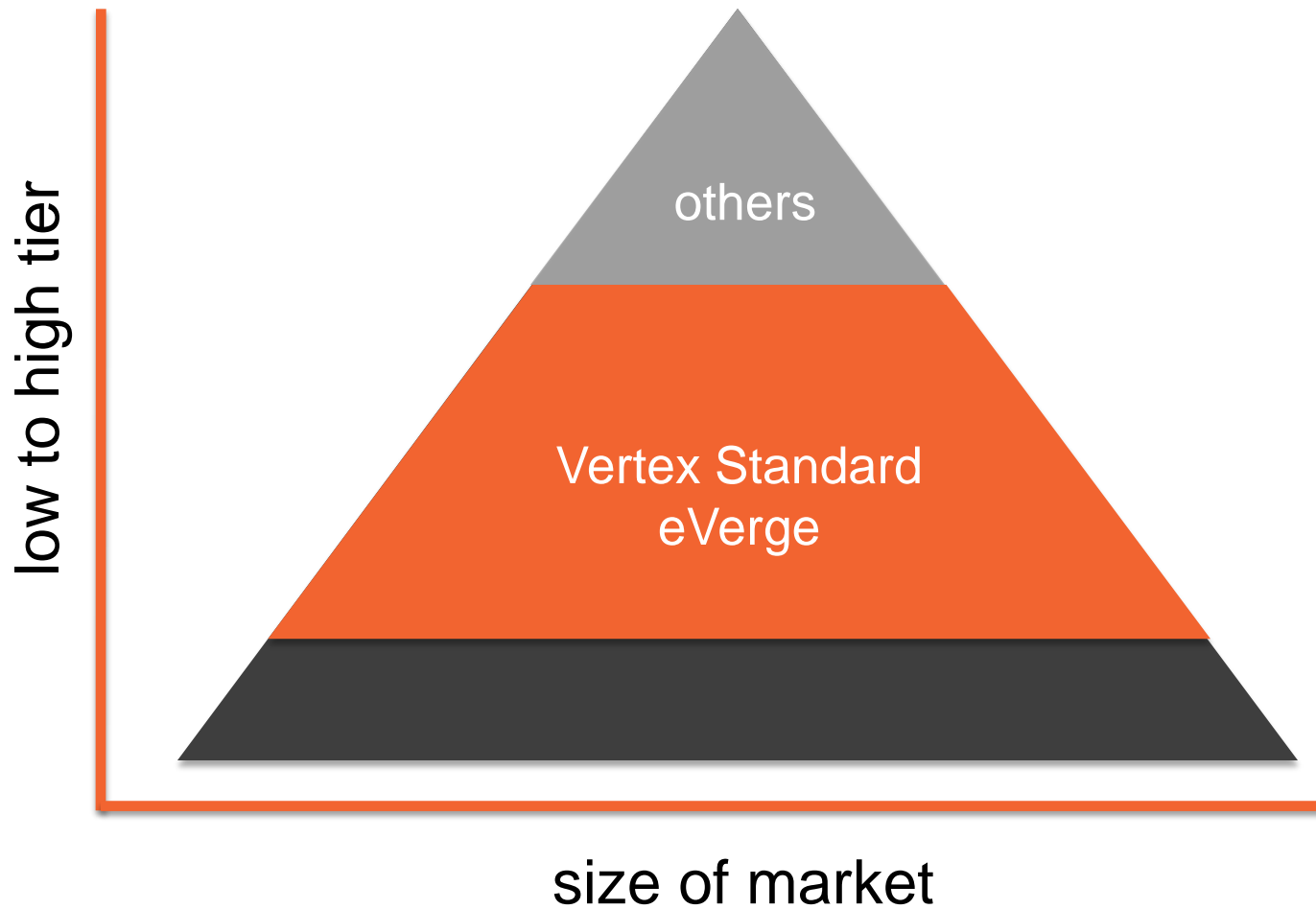
# Market Trend: Two-Way Radio Uses



Majority of two-way analogue radios used are for talk / listen-only communications.

Usage trend expected to be the same through 2016

# eVerge Positioning



## Where will growth come from?

- VX-231 Very competitive
- VX-350 Series
- VX-450 / 4500 Series

eVerge™





# eVerge™ | Evolve to Better EVX Series

Customers buying analog radios now have a digital solution that fits their budget.

Digital replacement for analog mid tier customers.

Form and features of the popular VX-450 Series

Enhanced with digital performance

- Audio Quality
- Clearer Audio over entire Range
- Inherent Digital Privacy
- Call Management Control
- Extended Battery Life



**EVX-5300/5400**



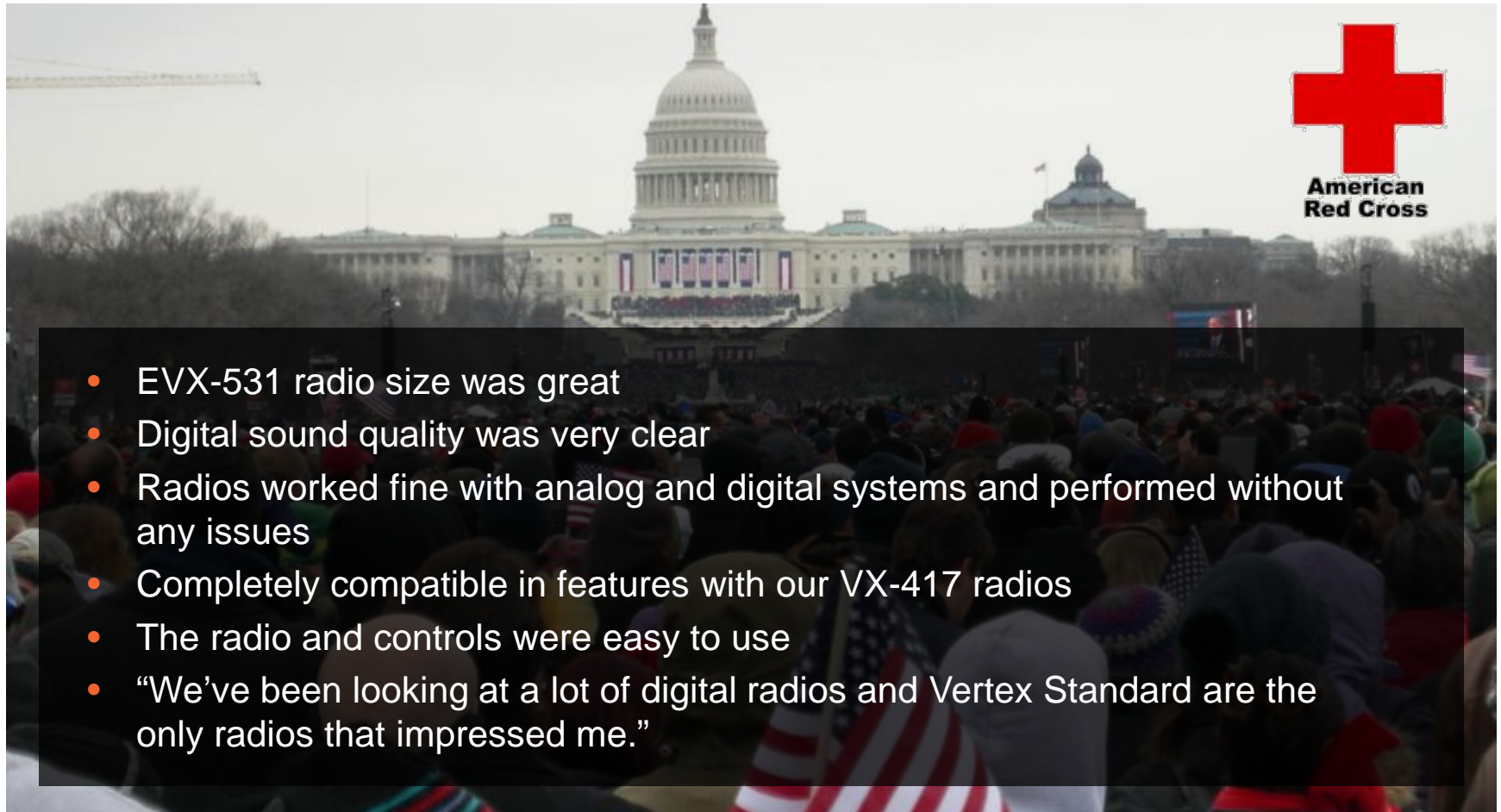
**EVX-530 Series**



**EVX-R70**

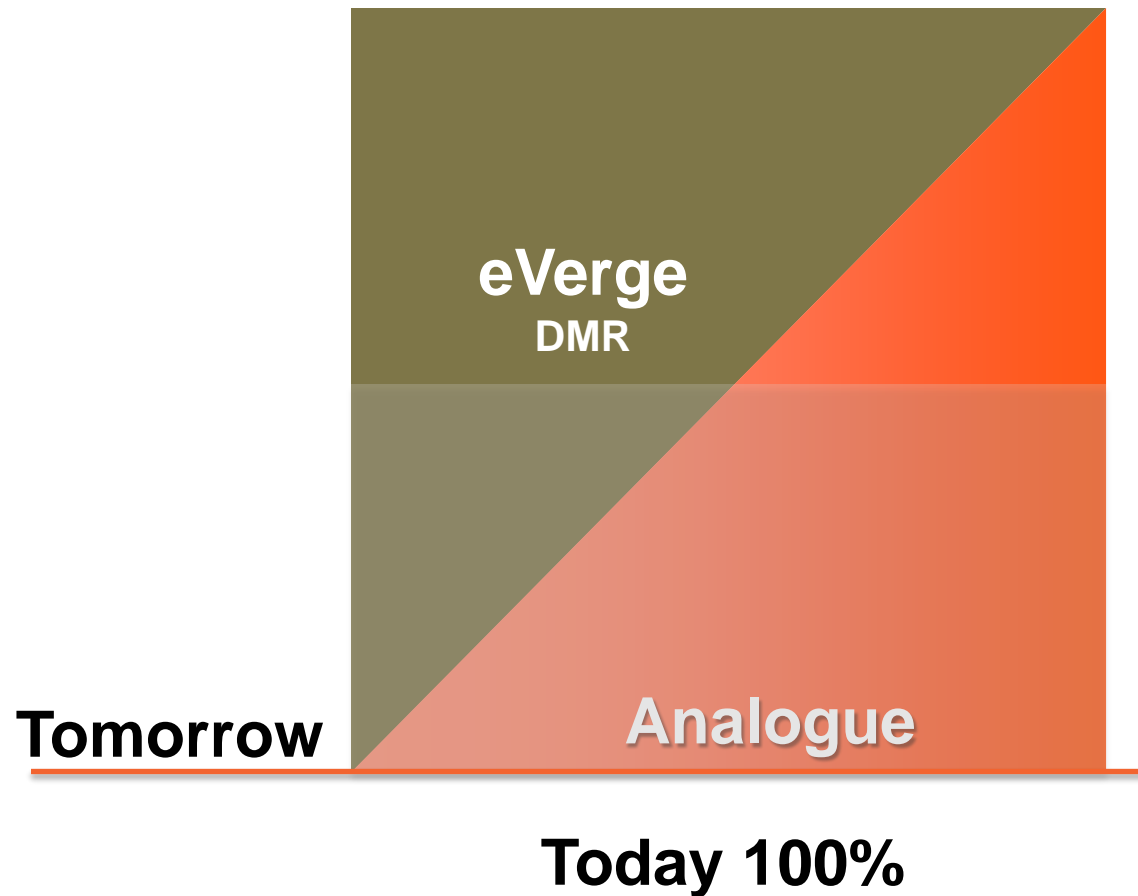


# 2013 President Obama Inauguration American Red Cross



- EVX-531 radio size was great
- Digital sound quality was very clear
- Radios worked fine with analog and digital systems and performed without any issues
- Completely compatible in features with our VX-417 radios
- The radio and controls were easy to use
- “We’ve been looking at a lot of digital radios and Vertex Standard are the only radios that impressed me.”

# Grow our Future



Grow our Future

eVerge™

# EVOLVE TO BETTER



**Thank You**