

our company **GME**





our name

From our unassuming origins in Sydney's north western suburbs during the late 1950s, Standard Communications has grown steadily to become a highly respected force both within Australia and more recently, communication markets around the world. Our activities, linked by the thread of electronic communications, are sufficiently diverse to ensure the organisation's continued viability and prosperity.

The company name and its evolution merits a few lines of clarification; originally known as Standard Components, in 1984 we formally adopted Standard Communications Pty Ltd as the registered company name to more accurately reflect the nature of our emerging business, RF Communications.

Within the Standard Communications stable, we had three divisions; television signalling, under the Kingray brand, land based two-way radio systems bearing the Electrophone logo and the fledgling Greenwich Marine Electronics group.

In 2006, as our international presence and reputation began to grow, we elected to strengthen both our identity and brand image by moving our entire marine and land based two-way radio products under the common GME logo.

1959

Standard
Components
founded

1964

First Kingray
Television Amplifier
introduced

1972

Greenwich Marine
Electronics
established

1979

GME produces
its first EPIRB the
MT244

1981

First interstate
operation established
in Melbourne

1983

New purpose built
Head Quarters
established at
Gladesville

1986

GME introduces
first marine
entertainment
system

1988

First Yamaha SMT
machines installed in
Gladesville factory

1988

First 477MHz mobile
Radio produced in
Gladesville factory



Our Mission Statement

Our corporate objective is to remain a privately owned Australian company which designs, manufactures and distributes radio frequency based products for medium volume niche markets.

Our goal is to be a dominant force in each market segment in which we elect to participate, and to achieve profitability through competitive cost, superior quality, product reliability, customer service and reputation.

It all began with Ted, an enterprising young engineer, our founder EC (Ted) Dunn, had a vision to design and manufacture world-class radio communication equipment in Australia; products that would address medium volume niche markets both domestically and internationally. Fast forward 50 years, and this dream has become a reality. Sadly, Ted Dunn is no longer with us, however, his legacy lives on through the family ownership, active board membership and many of the long serving staff who worked beside him for many years.

Standard Communications was a company established on the basic premise of delivering what the customer wanted and whilst the product portfolio and the size of the organisation bears little resemblance to our formative years, this underlying principle has not changed. People and markets differ from country to country.

Today we continue to adhere to this basic tenet. "We continue to listen to our customers; we continue to invest in our people and our technology and each year we continue to grow."

GME today is somewhat different from those humble beginnings with a staff of over 200, facilities in seven locations, three distinct business divisions and markets stretching from Alaska to Zimbabwe.



EC (Ted) Dunn 1927 - 2001



Head Office in Gladesville

1989

New Zealand subsidiary established in Auckland

1991

Gladesville facility building extension completed

1993

ISO9000 accreditation achieved

1996

Alan Stehr appointed as Managing Director

2001

Ted Dunn passes aged 74

2004

GME produces its first 406 MHz EPIRB, the MT400

2006

GME recognised as Marine Exporter of the Year

2007

Paul Maloy appointed as Managing Director

2009

Golden Jubilee Anniversary

GME our company

GME is guided by a simple philosophy of strong values and high ethical standards that reflect in everything we do. We are dedicated to pursuing innovative technologies and efficient processes that will enrich the lives of our customers, employees and stakeholders, create new markets and reinforce the company's position as a major force in the global radio communications market.

We are extremely proud to remain a privately owned Australian company. We are equally proud of our continuing efforts in product design, innovation, customer service and quality control. Sustainable success can only be realised by our commitment to excellence in every facet of our organisation.

A company's performance depends on the effectiveness of the people who drive it. At GME we have an enthusiastic team of engineers, designers, manufacturing personnel, customer service representatives, administrators and

product managers, led by a professional executive under the stewardship of an independent Board of Directors dedicated to serving the organisation with integrity and transparency.

GME has recruited a talented and competent management group, not only with specific expertise in their chosen discipline, but with the vision and capacity to effectively operate as part of a cross functional team.



With our strong domestic presence through over 2000 accredited resellers, a wholly owned New Zealand subsidiary and distribution partners in more than 40 countries, our future direction is clear. Through prudent research, imaginative products, significant technological investment and international alliances, we continue to expand our local and global presence.

The major markets we address are:

Two way radio communications – including 477 MHz rural radio and UHF/VHF commercial mobile and handheld radios complemented by a full accessory range, including power supplies, mounting hardware and antennas.

Marine electronics – where products like the award winning GME emergency beacons, VHF radios and entertainment systems have established a worldwide reputation for innovation, value for money and reliability.

Telemetry and data radio products – a range of simple, robust UHF/VHF terminals and system accessories, which can provide highly cost-effective remote control and monitoring facilities, whilst maintaining a high level of system integrity.

Television signal processing and distribution –

Kingray MATV products are recognised throughout the Asia/ Pacific region for their performance and dependability. The range includes terrestrial and satellite TV signal amplifiers, signal splitters, frequency converters, modulators and high power distribution amplifiers.

To complement our range of Australian designed and manufactured products and to provide our dealer network with a broad product portfolio, we have entered into a number of strategic alliances with offshore manufacturing organisations. These external relationships are based on an exclusive distribution agreement, contract production or OEM/ODM partnerships.



GME radio communications

The ability to communicate and to share information is fundamental to mankind's evolution, therefore when one considers the sheer magnitude and geography of Australia; it is clear why two-way radio has played such an important role in the development of the nation's infrastructure. Reliable radio access has been a vital component in such Australian icons as the Royal Flying Doctor Service and The School of the Air. It is also not surprising that innovative telecommunications should emerge as one of the country's leading industries.

For over 40 years the Australian rural community has enjoyed the benefits of GME's radio communications. In the 1980's and 90's our range of 477 MHz mobile and hand held radios were instrumental in changing the face of farm communications, improving productivity and safety.

Local and long haul truck drivers depend on GME two-way radios for vital despatch and traffic information.

Currently our unique waterproof 25 watt PMR radios are delivering critical voice communications in the open cut mines of Australia and as far away as South America. The ground-breaking GME telemetry and data radio systems are providing new levels of efficiency in farm management, viticulture and many associated rural activities.





Mobile radios

Handheld radio

Power supplies and
voltage reducers

Repeaters

Antenna and mounting
hardware

Data and telemetry
systems

Around Australia, customers like State Emergency, Ambulance and Police Services, Highway Patrols, Public Utilities and the Rural Fire Brigades, are all well aware of the reliability and service that are the trademark of our GME products.

Technical excellence lies at the very heart of every GME product. From the design engineers, through the factory assemblers, test technicians, to the marketing, sales and customer service teams that support the products in the field; each employee has commitment and pride in the quality of the GME brand. Today as we enter the brave new world of digital radio with expanded channel requirements and advanced signalling techniques this combination of expertise and resources will ensure GME remains at the cutting edge of radio communications technology and development.



GME marine electronics

Australia, a continent surrounded by water has an extensive maritime tradition; some claim it's the geographic isolation that spawned the now globally recognised marine ingenuity of Australian designers. But no matter what the history of this creative spark, you can be certain that any GME marine product and it's originality, quality, reliability and fitness for purpose has been tried and tested.

GME's approach to marine product development is somewhat different to most of our competitors. Our founder, Ted Dunn, was an avid sailor for most of his life, and his first-hand grasp of a mariner's needs coupled with his engineering expertise and attention to detail provided the catalyst for many successful GME marine products.

Today many of our staff continue to maintain a direct involvement in the marine industry. This interaction ensures customer feedback is continually channelled into product enhancement and the generation of new product ideas.





EPIRBs and PLBs

VHF radio

Marine entertainment systems

27 MHz inshore radio

Antennas and mounting hardware

Marine TV/FM antenna

Since the early 1970's GME has been the leader in Australian marine electronics. The combination of true hands-on experience with creative software engineering has produced a host of innovative GME marine products including the world's first VHF radio with totally integrated direct dial telephone facility, the award winning COSPAS/SARSAT Accusat™ emergency beacons and the 'GR' series of marine entertainment systems. All proudly endorsed with the GME logo.

All GME marine products undergo stringent testing to ensure they will provide years of trouble-free service in the harsh marine environment. We are sensitive to product aesthetics; our goal is to achieve a harmonious balance between good looks and practicality.



Kingray television signal amplifiers

Since the distant days of monochrome VHF service, in fact for almost as long as television has been available in Australia, we have been one of the major players in the TV service industry.

Throughout the 1960's, 70's and 80's, Standard Communications revolutionised the Australian MATV market with the Kingray range of masthead and broadband high power distribution amplifiers.

As television services expanded and presented new challenges, opportunities were presented through the opening of new UHF frequencies, the massive increase of multiple dwelling units and the introduction of subscription TV, we were able to rapidly engineer Kingray solutions ensuring Standard Communications' products continued to be the preferred choice of discerning system designers, consultants and installers.



Masthead amplifiers

MATV, CATV and
SMATV

Distribution products

Splitter amplifiers

Filters and diplexers

Modulators

AM/FM radio
distribution

Power supplies
and injectors

Today with the introduction of digital television services, the growing convergence of technologies and delivery methods, our research and development efforts have accelerated to ensure the compatibility of the current Kingray range and to further develop the portfolio with innovative new products that meet our customers' demands for quality, performance and price.

Currently, Kingray distribution systems are providing television viewers with clear, interference free pictures, in Australia, New Zealand, the Pacific Islands and many parts of South East Asia.





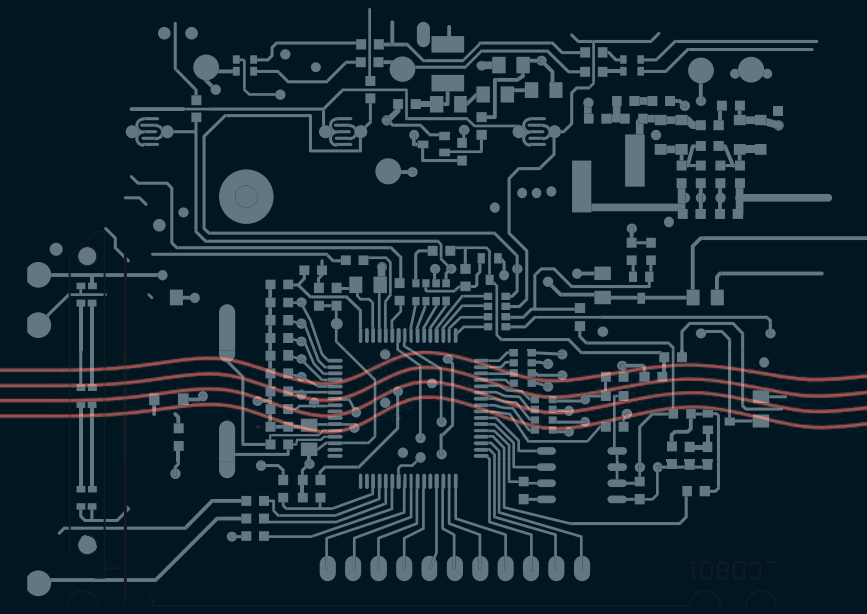
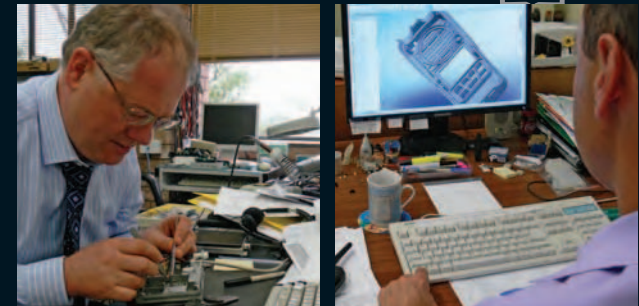
our engineering, research & development

At GME we consider new product design and development as a critical element in the survival and prosperity of our organisation. In a technology based industry that is rapidly changing, we must continually review, revise and adapt our product range to meet customer expectations.

The term 'Research and Development' has often been described as 'creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications'. Within GME this definition has evolved into a blending of ideas and concepts from the marketplace, engineering and management.

Technical innovation lies at the very heart of R & D, accordingly for each new engineering program, a dedicated project team is formed under the leadership of an experienced manager to examine every aspect of the development cycle, including new and emerging technologies that will ensure optimum performance and reliability.

Undoubtedly one of GME's strongest assets is our team of in-house talented researchers, engineers and designers, with their ongoing commitment to research and development. Every year we continue to invest a substantial part of our turnover directly into R & D activities.

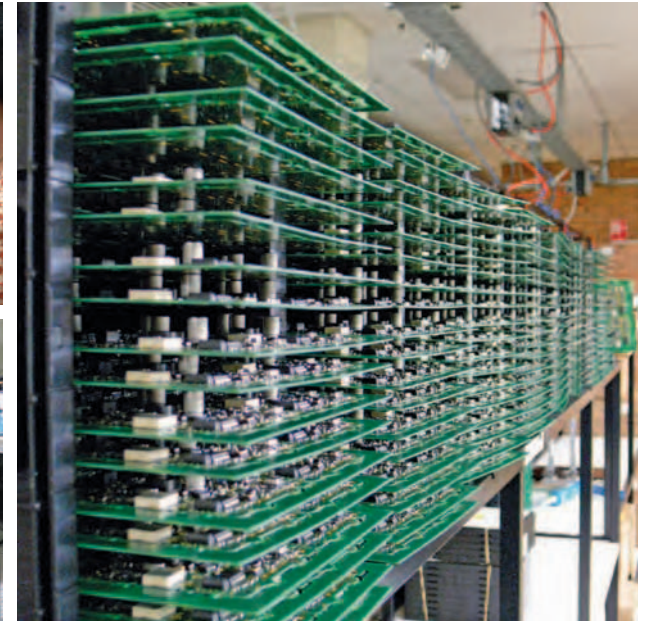


The manufacturing and quality operations within our Sydney manufacturing facilities stand as an example of Australian electronics manufacturing at its very best.

Whilst we had been building products in Sydney for a number of years, 1988 was a significant year in Standard Communication's manufacturing evolution; realising that to compete on a world stage the organisation needed to streamline and, wherever possible, automate our production practices, we became one of the first Australian companies to install surface mount technology. Within our technology transition the company incorporated a comprehensive TQM programme including ISO9001 accreditation.

Since then, GME's ongoing investment in plant and equipment, aligned with the design and manufacturing capabilities of our engineering support team, has ensured that leading edge technology is present in all manufacturing processes. This commitment to sustainable manufacturing excellence has been instrumental in the continued expansion of the GME and Kingray brands.

The unrivalled reputation of Australian made GME and Kingray products for quality, reliability and value for money is evidenced by the number of Australian Government and Armed Forces contracts awarded to the company for the supply of both conventional and customised products. Today as our brands establish a position across the globe, our material procurement and manufacturing techniques have been adapted to ensure RoHS compliance for the European Union.



GME our distribution

Distribution is widely recognised as one of the key elements of the marketing mix, consequently selecting the appropriate channel is critical to the success of the enterprise. Many years ago we at Standard Communications elected to assume as much control and responsibility for the intermediary processes of our distribution chain, effectively controlling the channel from factory to retailer.

Domestic

Standard Communications is exclusively a manufacturer and wholesaler, our GME and Kingray brands are distributed through a network of accredited retailers across the country. To provide sales and marketing support to the dealer network we have established regional offices with full time sales and customer service facilities.

GME operates a 2800 square metre distribution centre in the Sydney suburb of Gladesville; from here bulk shipments of products are delivered on a weekly basis to our regional warehouses in Melbourne, Brisbane, Adelaide and Perth.

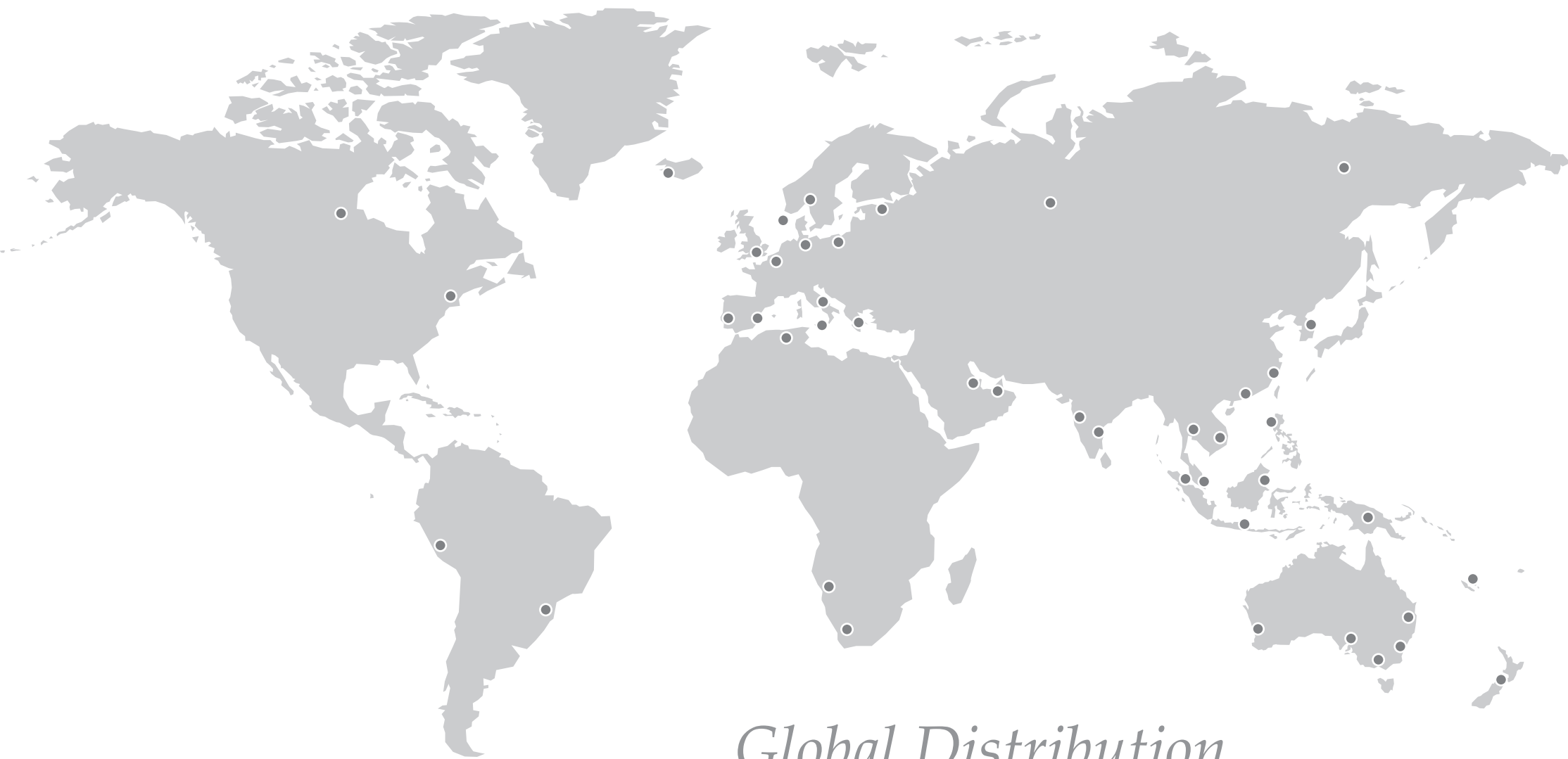
A totally integrated supply chain provides our sales and warehousing teams with real time access to an inventory of over 5000 products from any location in Australia and New Zealand. This strategy delivers a highly efficient inventory management system, with a same day order fulfilment rate of over 90%.

International

In New Zealand we established a direct subsidiary company, Standard Communications (NZ) Ltd, in 1989. Operating from a purpose built facility in southern Auckland, New Zealand customers are serviced in exactly the same method as their Australian counterparts.

Over the past 10 years GME has established a number of strategic alliances with well qualified distribution partners around the globe. These agreements provide end users with access to GME and Kingray products with full in-country sales and service support.





Global Distribution



SYDNEY: (02) 9879 8888

BRISBANE: (07) 3278 6444

ADELAIDE: (08) 8234 2633

MELBOURNE: (03) 9798 0988

PERTH: (08) 9455 5744

AUCKLAND: (09) 274 0955

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