



Mark Lambert, Vice President
Sales & Marketing, Managing
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Advantech Wireless is the leading wireless broadband communications solution provider for Commercial, Critical Infrastructure & Government and Military clients. Its smarter solutions give clients the freedom to reach farther, to achieve reliable connectivity anywhere in the world, and accomplish critical missions of global significance. The company designs turnkey terrestrial and satellite communications solutions that maximize performance and minimize operational costs, all with uncompromising quality.

World leader in wireless broadband solutions

Advantech Wireless is a world-leader in wireless broadband communications solutions for commercial, infrastructure, government and military customers. Its turnkey satellite and terrestrial solutions maximize performance and minimize operational costs. With a portfolio of amplifiers, modems, convertors, transceivers, and VSAT terminals, among others, Advantech Wireless provides services and solutions to the broadcast, oil and gas, homeland security, maritime and disaster recovery markets, to name just a few. Amy Saunders spoke with Mark Lambert, Vice President Sales & Marketing, Managing Director EMEA Region at Advantech Wireless to learn more about the company and its products.

Question: Could you provide a brief outline of Advantech Wireless' development over the years, from its founding to where it stands today?

Mark Lambert: Advantech Wireless is a leading wireless broadband

communications solution provider for commercial, critical infrastructure and government, and military clients. We design turnkey terrestrial and satellite communications solutions that maximize performance and minimize operational costs, all with uncompromising quality. We support our customers to achieve excellence in communication, while experiencing reduced CAPEX and OPEX overall.

Established in 1988, Advantech Wireless' reach extends around the globe with corporate offices in Canada, the United States, the United Kingdom, India, Russia, Brazil, Belgium, Colombia and Venezuela.

At Advantech Wireless, we've built an enduring legacy of excellence by designing and manufacturing cutting-edge terrestrial and satellite communications solutions that empower our clients to achieve success, at the most economical cost of operation. From the front lines of combat in theatres around the globe, to the world's most remote regions, to thriving metropolitan areas, Advantech Wireless solutions are consistently at the forefront, empowering people to share critical information faster and more reliably. Over the years, our innovative technologies have enhanced the communication capabilities of



Advantech Wireless integrate award-winning research and development into their designs ●●●



government agencies, military personnel, emergency response units, private corporations as well as Internet, television and radio broadcast providers in over 150 countries. We have delivered equipment for thousands of ground systems, all with uncompromising quality. Our clients rely on Advantech Wireless to provide smarter solutions that deliver fast, reliable and secure communications anywhere in the world.

Over the years, Advantech Wireless has experienced rapid and consistent growth. In addition to designing innovative products that have revolutionized the industry, we've made significant business acquisitions, adding to our strengths, global presence and depth of services. Coupled with ongoing product development, these acquisitions have given Advantech Wireless a complete portfolio for all facets of network support.

Question: Can you give us an overview of Advantech Wireless' extensive portfolio of technologies and solutions?

Mark Lambert: Advantech Wireless supports the critical need for high throughput satellite (HTS) communications in a rapidly expanding digital environment. Our proven, low-cost, and highly reliable system solutions are meeting the ever-increasing need for high-bandwidth communications essential to military and government solutions, as well as cellular network providers, broadcasters, robust corporate networks, and security.

We integrate award-winning research and development engineering into our designs. The result: Custom solutions with lowest overall capital and operating costs, together with an unparalleled commitment to lead the industry in materials, design and reliability.

Advantech Wireless designs, manufactures and deploys satellite and terrestrial wireless communications networking equipment for broadband connectivity, broadcast solutions, video contribution and distribution, mobile 2G, 3G and LTE backhaul and DTH and DTT video distribution, and military communications, using satellite and terrestrial wireless technologies. Our

revolutionary technologies include next-generation VSAT hubs and terminals with ASAT optimization, world-leading second generation GaN technology based high power amplifiers, SSPAs, block-up converters (SSPB), frequency converters, satellite SCPC modems, fixed and deployable antennas, antenna controllers, terrestrial microwave radios, routers and ruggedised military products.

Question: Who are Advantech Wireless' key customers, and how have they changed over the years?

Mark Lambert: As already mentioned, we work a lot in the areas of commercial, critical infrastructure and government, and military. Our customers range from end-users through to system integration experts working at a wider system level. There is always some ebb and flow between different geographic regions over time, but we are seeing a definite increase in interest from Eastern European and South Asian countries at the moment. Also, customers recognize that as a supplier of award winning technology in all of the significant system elements for satellite communications, then we probably know how to bring these together into efficient solutions. Hence, we get an increasing number of requests for turnkey systems (we have won awards for that also).

Question: Where does Advantech Wireless see itself in the market, and how does it differentiate itself from competitor companies?

Mark Lambert: We are an equipment supplier that concentrates on listening to the needs of our customers and end-users, and delivering 'smarter solutions' for those needs. To do that we are at the forefront of technology development and we see that as a real differentiator. We also know how to partner really well, which enables us to deliver great solutions even when not all of the elements are coming from our own portfolio.

Question: What emerging trends and challenges are having a key impact of Advantech Wireless' business, and how is the company responding to them?

Mark Lambert: HTS may not be new, but they are being launched at a great

rate now. We're responding to this with modem, amplifier, antenna and controller technology developments. We are seeing a number of applications that want to mix satellite communication with complimentary technologies to create hybrid systems, so that is prompting a lot of development also.

Question: Advantech Wireless has championed Gallium Nitride (GaN) amplifier technology for some time. How does it compare with other amplifier technology, such as Gallium Arsenic (GaAs)?

Mark Lambert: Gallium Nitride is a bit of a magic bullet. It is not a simple technology to master, but once you do it can drive reductions in size, weight, power consumption and price. Fortunately, we mastered it a long time ago and it plays a big part in our amplifier product line. It is not a solution to every application, though, and so we maintain a healthy line of GaAs amplifiers also.

Question: In September 2016, Advantech Wireless launched the world's first satellite modem to be MIL-STD-188-165A certified. How will the AMT-83L modem improve military communications?

Mark Lambert: It brings it right up to date, utilizing efficient waveforms and encryption while delivering standards compliance and resilience. We think it will be particularly attractive for communications on the move due to its Direct Sequence Spread Spectrum (DSSS) spreading capability.

Question: What does Advantech Wireless hope to achieve in 2017 and beyond?

Mark Lambert: We have some really exciting launches coming this year. Though we are not ready to unveil those just yet, we don't think our customers will be disappointed. We will definitely be living up to the Advantech Wireless reputation for innovation, not only with our products, but also in the way that we serve our customers. Success in 2016 meant that we had to face a step change in demand in some areas. 2017 will see us delivering on that change. We would like to achieve some more awards along the way, but customer satisfaction is our real reward and so we are driving for plenty of that this year.