



MIC Electronics Limited



envisioning
global footprint

Media

Intotech

Communication

Corporate Profile



Media (LED Display) Infotech (Software) Communication (Access)

MIC Electronics Limited – an ISO 9001: 2000 company, incorporated during the year 1986 in Andhra Pradesh, India, commenced its operations by manufacturing “Electronic Display systems”. Realizing the explosive growth potential of electronic and telecom industry the company forayed into design and development of telecom products for wireline and wireless communication. In 1994 it ventured into Telecom Software and IT services and consequently commenced manufacturing, supply of equipment and software services to the Telecom sector.

It's penchant for perfection and obsession for quality helped to build up an impressive reputation as a trustworthy company. Meanwhile the company expanded its line of activity in designing and manufacturing of Large format Video Displays / Video Walls which happens to be the flagship product and its core competence today. Ultimately the company has transformed over these two decades into a highly reputed innovative wide range products and services company, including LED Video Displays, Telecom Software, IT outsourcing services and communication products.

“MIC” as its name signifies, primarily a tri-fold business enterprise comprising Media Infotech Communication. Thus MIC has come a long way since 1986 and is today a thriving enterprise with a string of high profile clients all over the globe.

Promoters | Fuelling MIC's Growth

MIC derives its strength from a suave team of promoters with impeccable credentials and valuable industry experience to their credit. Their spirit of achievement combined with the technical and managerial competence and expertise in design, development, manufacturing, installation and commissioning of state-of-the-art technology products has enabled the company reach a position of dominance in the industry.

Work Force

The Force Behind our achievements

Today, MIC is a team of highly spirited design, research and management professionals who are spread across its various operations and are accelerating the company's growth by developing revolutionary electronics products and taking telecom software solutions to higher orbits of efficiency. MIC has 250 engineers, technicians and managerial staff who aid in providing a portfolio of services unrivalled in their scope.



Achievements

- ▶ Awarded the DSIR National award – 2002 from Department of Scientific & Industrial Research, Ministry of Science & Technology, Govt. of India for LED TV & Digital Loop Carrier on STM ¼ on Optical Fibre
- ▶ Certified ISO 9001:2000 company as a mark of its commitment to quality
- ▶ Achieved more than 25 TEC approvals for its various products
- ▶ The Product - LED Video Wall (LED TV) has been put up in the **India Innovators Forum Hall of Fame** - along with other Indian Innovators. Please visit: http://www.indianinnovatorsforum.org/mic_led-tv.htm
- ▶ MIC's in-house design facility has been recognized as an approved R&D unit by DSIR, **Ministry of Science and Technology Government of India**
- ▶ The testing facilities of the company have been approved by the DoT for bulk telecom equipment manufacturing as per the standards laid down by the Quality Wing of the DoT.

Cutting Edge Technology

The secret of success

MIC is focused on technology driven innovation for new product ideas on an ongoing basis and for providing extensions / up gradations to their existing product range. The company has historically approached the market with cutting edge solutions with concurrent and futuristic technological advancements. The company follows strict quality control measures to achieve and maintain the “preferred vendor” status within the industry. MIC's products are also highly scalable to meet the growing demands of the industry. The company's software credentials and capabilities are of international standards, contributing immensely to its ability to bag prestigious orders from a host of user industries and geographies. MIC is also making efforts to get Intellectual Property Rights (IPR's) that would give it “the right to exclude others from making, using, offering for sale or selling”. MIC's success can be attributed to its key strengths that include:

- ▶ An ever evolving culture of constantly updating its technology
- ▶ Speed in introducing new products and simplicity & convenience in its product architecture / design

Corporate Location | National Support Teams

MIC has its corporate office in Hyderabad along with overseas offices in North America, Australia and Dubai. In India, MIC has its technical support teams and sales / marketing offices in Delhi, Mumbai, Calcutta, Chennai, Bangalore and Pondicherry.

Global Focus | Company Footprint

With a firm focus on its three verticals – LED video walls, Infotech and Communications, MIC intends to capture the global market and has begun in right earnest by spreading its operations to overseas locations like Australia (Infotech & LED business) and to Dubai (LED Video Walls business). MIC has also entered the South African market with its LED Video Mobile Systems. Towards the end of 2005, MIC commenced operations in North America by introducing its IT outsourcing services and to further provide Business Intelligence and other software systems for its clients, acquired **Info STEP Inc USA**. MIC also plans to enter the European market to generate business for its infotech and LED Video products.

Vision | A Bold Dream

To be a Global leader in design and development of products pertaining to Media (LED Video Display), Infotech and Communications benchmarked to global standards at appropriate cost and quality levels, in addition to playing a major role in providing communication software solutions to the telecom sector, ultimately evolving into a global electronics and telecom company out of India

Present Scenario | Satisfied forefront

MIC's clientele & Market reach is an indicator to the trust and goodwill it enjoys. MIC's clientele straddles across domains as varied as Sports, Commerce, Government Bodies, Infrastructure, Industries, Information Technology, Advertising and Exports. In the past two decades, MIC has supplied a range of telecom, LED Video display products and software services to various central public sector units and corporates. MIC has executed and commissioned prestigious projects for MTNL that include Traffic Control & Management Information Systems (TCMIS), Fraud Detection & Management Control System (FMCC), and Interactive Voice Response Enabled Fault Booking and Repair System (FRS-IVRS). The company has strategic technical alliances with global majors in Broadband DLC, CDMA FWTs, CPE's (ADSL 2+) & Set top Boxes. This allows MIC to offer a gamut of services in Media, Infotech and Communications.

Research and Innovation

Benchmarked to International Standards

Our research wing draws upon the years of experience in providing highly rated electronic products and telecom solutions. Ever since inception, MIC has been holding the vision of a world-class electronics enterprise. Its innovative spirit is epitomized in its "state-of-art product" – the **true color LED video display**. It has groomed a dedicated and talented team of engineers to supplement the R&D efforts of the company, as a result of which the R&D team has been able to develop sophisticated products and services. The need to keep up-to-date with market developments in supporting customers is fully recognized. The in-house development of Digital Loop Carriers (DLCs) on STM 1/4 SDH Optical ring network, Multi Access Rural Radios (MARR) and HHC has placed the company in an advantageous position.



Media.. LED Video Displays

The media group of MIC is a pioneer in the field of LED display system (Video Displays, Text, Graphic Animation Displays) and services (Lease/Rental of LED Video walls, Theme Parks, 3D studios). MIC Electronics is India's leading manufacturer of **true color LED video display** with a firm foothold in the Media, Advertising, Entertainment field & Electronics market. This viewer friendly, mass media product provides **true color images** with MIC's proprietary **Scan+ technology**.

Our Flagship Product

MIC is proud to take credit for having revolutionized LED display technology in India. With two decades of virtual experience in design / development, manufacturing, installation and maintenance of more than 1000 display systems across the world, service support network that spans the length and breadth of India, design expertise that is on par with international standards and the most cost effective, competitive pricing structure, MIC is the indisputable leader in this segment.

MIC's LED Video Displays	VS	Others
▶ Adopts most advanced technology in Hardware and Software resulting in state of art features		▶ The software skills are limited and features are general
▶ MIC's products are quite competitive and cost effective because of reasonable development costs in India		▶ Very costly because of high developmental costs and their dependency on other companies for software skills
▶ Raw material / component costs are of proven quality and endurance		▶ May or may not use the components with quality and endurance
▶ Well knit service network, that provides prompt service backup		▶ Centralized service, extremely time consuming
▶ Lowest maintenance and service costs due to use of semiconductor material and more number of installations		▶ Maintenance and service costs are exorbitant
▶ MIC's displays are adopting flexible, customer friendly design and manufactured to suit extreme and aggressive weather conditions not only in India but all over the world		▶ Standard designs and not suitable for adverse Indian weather conditions like extreme temperatures and dust
▶ MIC enjoys monopoly in design and development of large format LED based true color video display systems in two versions fixed and mobile		▶ Only fixed systems of restricted formats are available and no mobile displays

LED Display Product Range

LED Displays

- ▶ Video Walls / Large Format Displays
- ▶ Indoor Displays
- ▶ Outdoor Displays
- ▶ Mobile Displays
- ▶ Text / Graphic / Animation Displays (GSM & CDMA modem Connectivity)
- ▶ Single / Multi / True Colour Ticker Tape Displays

LED Lighting

- ▶ Industrial & General Lighting
- ▶ Solar Powered LED Street & Home Lighting



LED Displays & Utility Names

Product Segment	Product Family
LED Pixel	TruPix
LED Modules	DigiTile
Indoor Video Walls	DigiScreen
Outdoor Video Walls	DigiWall
Mobile Video Displays	DigiWheel
Outdoor / Drive-in Digital Theatres	DigiMax
Variable Signage Displays	DigiSign
Variable Message Signs	GSD
Perimeter Displays	PD



LED Video Displays. Applications

Areas of Application	Product Family
Sports <ul style="list-style-type: none"> ▶ Stadiums ▶ Sport-events ▶ Perimeter Display 	DigiTile, DigiWall, DigiWheel, PD
Outdoor Advertising & Entertainment <ul style="list-style-type: none"> ▶ Billboards ▶ Mobile Billboards ▶ Product Launches ▶ Digital Theatres ▶ Theme Parks ▶ Socio political information ▶ Educational media ▶ Religious events ▶ Music concerts ▶ Film and award functions 	DigiTile, DigiWheel, DigiWall, DigiSign, DigiMax
Indoor Advertising & Entertainment <ul style="list-style-type: none"> ▶ Shopping Malls ▶ Airports, Bus & Rail stations ▶ Fashion shows 	DigiScreen
Railways / Hospitals / Banks / Courts/ Telecom Sector / Stock Exchanges / Transport Organizations	Single / Multi / True Color Text, Animation & Graphic Video Displays

Distinct Advantages

- ▶ Solid state technology – No filament burnouts
- ▶ Energy efficient – Saves on power and operating costs
- ▶ Indoor / Outdoor applications – Day and Night visibility
- ▶ Long life LED's – have higher return on investment period
- ▶ MIC uses "Nichia" LEDs only for all video displays
- ▶ Sharp picture quality – Real picture in true color
- ▶ True color display with wide viewing angles
- ▶ Large display size – 10 to 1000 sq. mt.
- ▶ Withstands outdoor conditions – IP 66
- ▶ Self interlocking modules facilitates easy installation
- ▶ Supports high speed switching – high frame refresh rate

Salient features

- ▶ High bright LEDs beat the sunlight making display visible during daytime
- ▶ Optimized viewing angle provides wider visibility
- ▶ Scan+ technology gives better resolution resulting in sharp & clear visibility
- ▶ True colour reproduction
- ▶ High quality video using DSP based advanced video enhancement technique
- ▶ 16 bit processing on each colour
- ▶ Automatic adjustment of brightness and contrast with ambient variations
- ▶ WAN / LAN & Wireless connectivity for remote operation
- ▶ Rugged in-built power supply
- ▶ Ethernet / RS 232 / RS 485 interface for external connectivity
- ▶ Modular construction allows re-configuration of display according to customer requirements.

Networking of displays and Management... An advertisers delight...!

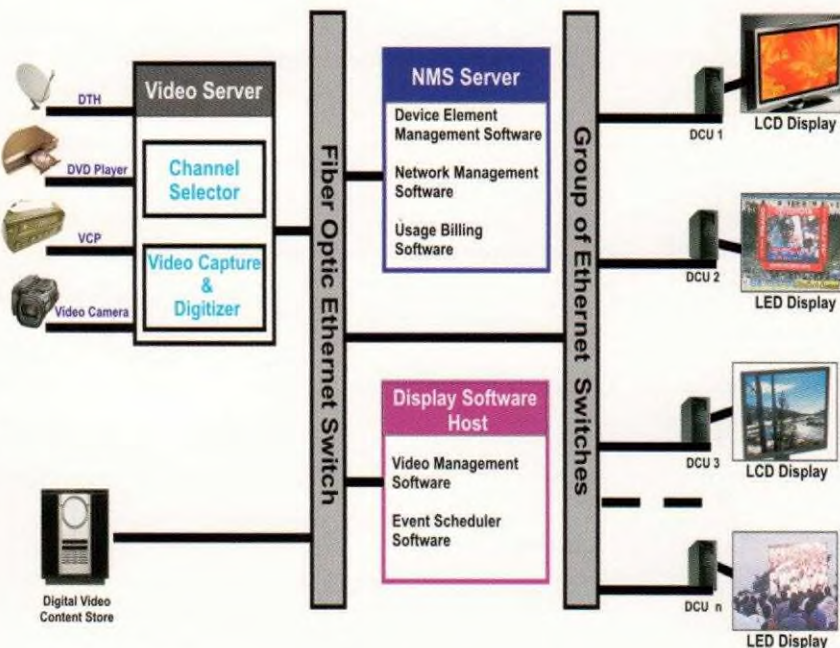
MIC is providing Networked Displays along with solutions for content, Scheduling and billing for Advertising agencies, Road/ Rail Transport organizations and Airports.

Video Management Software, the key component of Networked Displays, facilitates the end user for better management of variant video input sources like VCD/DVD player, Digital Data Content store, Live from DTH and provides for optimum management of Band width usage when video data streaming is need for multiple places.

Event Scheduler Software provides all tools in central Scheduling and site specific scheduling of Advertisement content. This Scheduler Software provides audit log of itemized billing for each of the networked Displays.

Display- NMS Software is mainly to manage each display system through display control unit apart from conducting health Diagnosis of all the constituents of the network

Networked Displays



Interactive Displays

iLED-Display system provides a facility to the viewers of LED displays in Sports stadiums, Digital Outdoor Theatres, Theme parks .etc to interact with the information content being displayed on the LED-Display. The application can be used for a variety of applications such as Live Voting, Group Game Play, Interactive Quiz, Instant Public Messaging and Measurement of advertisement effectiveness .etc.

Typically the viewers of the LED Displays use either their CELL Phone instruments or 'i-LEDPad's to interact with the PROGRAM being displayed. 'i-LEDPad' is special purpose hand-held device which are provided with basic navigation keys to provide different gaming & voting options. iLED-Display system consists of both 'SMS-Interaction Module' and 'iLEDPad-Interaction Module' which process all kinds of the inputs given on-line by the responding viewers of the Display. Separate applications for the Interactive Games, Quizzes & public messaging are hosted on the iLED-Display server.

Program Administrator interacts with Event Administrator and provides inputs on the CONTENT, TIMING, PRIZES, WINNER selection criteria and other such event management entities. The Event Administrator creates each specific event using 'Event Authoring Tools', provided on i-LED Display system. The event questions, response choices, gaming directions, gaming conditions are dynamically driven by the specific Program created by the Event Administrator. Viewing Responders interact with LED-Display with iLED-Pads in a fun filled way to the games or event specific quizzes. Viewers responses and the results of the events can be shown on live program.

Program Administrators analyzes the reports and analytical data provided after the Program. This analytical data helps them in improving their Program content in future and get better ROI. It also helps for interactive Voting for the Live-shows.

Digital Theaters and theme Parks

LED Digital Theatres concept introduced first-time in INDIA, by MIC, offers the entertainment services for large public in METROs and major cities in INDIA. LED Video Display Screen is a novel entertainment of the century along with **Amphitheatre** coupled with organization of mega-events such as Music Concerts, Musical nights, Film premier shows, Audio release functions & special Events, Seminars, Work-shops, Corporate functions etc. In addition to the Giant LED Video

Display Screen Food Courts, Children's play areas, Gaming Zones with 3D Monitors are the additional attraction for Digital Theatres, where ENTERTAINMENT for the complete family members is ensured.

Digital Theatres are built with any of the Indoor DigiTiles or Outdoor DigiTiles or Indoor-outdoor DigiTiles, depending on the size, environmental conditions and requirements for Close-room theatre or Open-air theatre.



DigiWall - Digital Open Air Theatre

The first of its kind project is initiated at Visakhapatnam, overseeing the sea-shore, 'Tenneti Viswanatham Park'. Similar projects are planned at different cities across the country with the participation of local entrepreneurs.

Theme Parks or Amusement parks is the generic term for a collection of rides and other entertainment attractions assembled for the purpose of entertaining fairly large group of people. A Theme park is more elaborate than a simple city park or playground, as an amusement park is meant to cater to adults, teenagers, and small children. Theme park with LED Displays, Amphi Theater, mobile rides, Childrens Play area, Event Management Area, Group Partying concepts, Multi Storied Parking Facilities is called a funfair or carnival.

Theme park is a more narrowly defined category of an amusement park, which has permanent facilities that use architecture, Digital Theaters, Hi-Tech 3D zone, 3D games, Science films with LCD/LED signage, landscaping to help convey the feeling that people are in a different place or time. Often a theme park will have various 'lands' (sections) of the park devoted to telling a particular story.

Alternatively, an amusement park often has rides with little in terms of theming or additional design elements. For the most part, theme parks are the highest quality form of an amusement park.

Foray into advanced technologies...3D displays Stereophonic Vision

As part of MIC's Digital Theme parks, MIC procures and develops different value added services to the basic deployment of variety of LED Display products (Video Displays and Signage Devices). 3D-Technology is the key component, which really attracts the attention of different viewers mainly for "3D Scientific Movie/theme display" and "3D-Gaming". MIC is in the process of developing the technologies relevant for set-up of "LCD Projector based 3D Display Theatres" (Mini Theatres).

The Concept:

To create an environment for entertainment & recreation.

One-stop location for complete entertainment & recreation.

Major components of Theme Parks:

- ▶ Large format LED Day-Night Visible screens of different sizes for Indoors / Outdoors and Event Management
- ▶ Event Management LED screens
- ▶ LCD/LED screen based 3-D Films (science & fiction) and 3D Gaming
- ▶ Multi Level Parking facility
- ▶ Rest rooms & Other facilities for event management members
- ▶ Telecom facilities
- ▶ Live concerts and shows
- ▶ Temporary food stalls

MIC plays role in providing the majority of the infrastructure equipment required for Theme Parks mainly LED display boards of different configurations and local leading players play important role in marketing the Digital Theme Parks concepts and maintain the parks in revenue growth model.

MIC is in the process of developing the technologies also for "3D content making", 3D video content as well as 3D animation content. Video Image capturing and processing software needed for 3D content making is complex and has continual growth as the optimization is prime key here. MIC has in its road-map of delivering LED based '3D Billboards' and '3D Video Screens' mainly for out-door 3D Digital Screens.



Rent / Lease of LED Video Displays

MIC offers LED Video Display Boards, different varieties of Indoor, Outdoor and Mobile Video Displays, to meet various kinds of end-user needs, on RENTAL basis. The **LED Video Display daylight video wall** is available for rent in almost any size and unlimited configurations. Whatever event or show you are planning - MIC has the expertise, know-how and state-of-the-art equipment to fulfill almost any of your needs and event-concepts.

High quality LED panels with a brightness of 7000NITS ensure an excellent viewing experience - even under direct sunlight. No more crowding in front of a video screen, our LED Giant Screen allows a side viewing of up to 140 degrees, which guarantees perfect images to every member of audience.

You can rent MIC's giant LED Displays in different configurations (depending on event location and other local conditions) and are suitable for various applications like

- ▶ **Music & Concerts**
- ▶ **TV-Productions**
- ▶ **Trade-Shows & Presentations**
- ▶ **Political & Religious Events**
- ▶ **Broadcasted TV-Presentations**
- ▶ **Special Events**

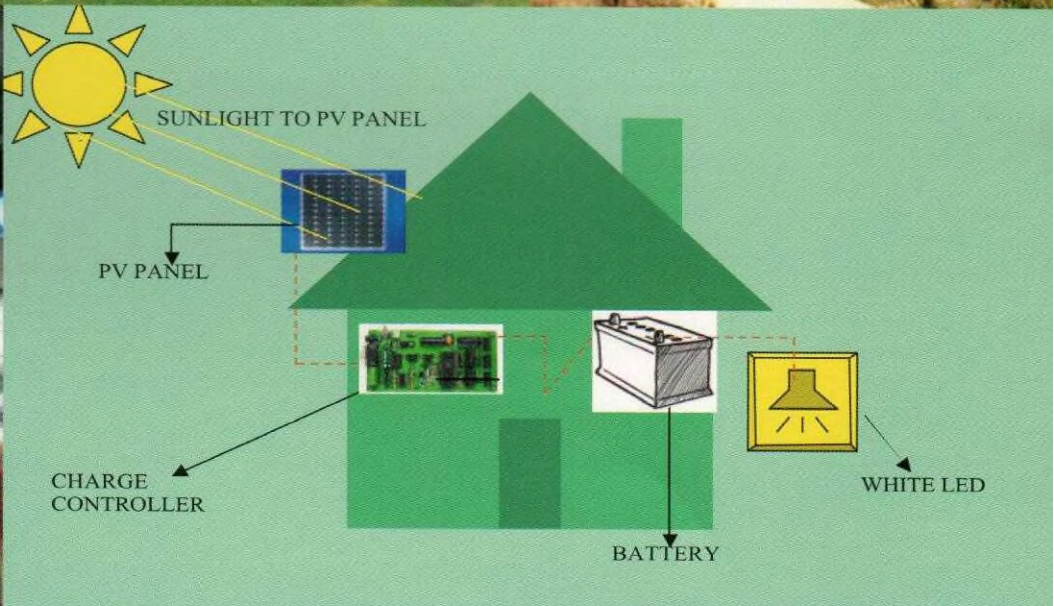
Renting of Mobile Video Walls

The **MIC DigiWheel fleet** consists of Video Display trucks with hydraulic-mounted LED Giant Screens with a screen size of 12 and 18 m². They are ready to play incomparable large-scale video images after a set-up time of less than 20 minutes. As there is On-board power generator, there is no need to supply separate external power. Integrated lifting mechanisms are able to raise the total LED screen to the required height. The DigiWheel is more than just a truck carrying a video screen. This totally self-contained show truck can also be a travelling TV studio with full production capabilities and comes equipped with a close range sound system. With minimal set up required, the DigiWheel can have the event super-sized and in full brilliant color shortly after arrival at the location.

Advantages of DigiWheel:

- ▶ Free additional advertising space for sponsor banners around the screen.
- ▶ Hydraulic support system for a safe placement on any location.
- ▶ Hydraulic lifting system.
- ▶ Hydraulic rotation system, which allows 360° rotation.
- ▶ On-board power generator for independent operation
- ▶ Air-conditioned cabin for control and presentation equipment.
- ▶ Integrated sound system for the immediate screen environment
- ▶ Satellite down link for live TV-broadcast.
- ▶ Playback of any format

LED lighting... Rural/Industrial/Homes/ Customer Specific (Railways)



Coach Lighting

House Lighting

There is a dramatic acceleration and change in the lighting industry incorporating LED technology. LED is the light of the feature for Rural, Home either Indoor or Outdoor as the consumption is negligible when compared to a conventional filament bulb. The LED lighting systems are revolutionizing rural and home lighting. LED lighting solutions are of two types Solar and electrical. LED lighting products produce the same amount of brightness as the other sources of lighting but have longer life span.

MIC's lighting products include LED solar / Non solar based fixed home lighting and street lights.

MIC's industrial lighting products are useful for industrial work areas, warehouses, storage facilities where the cost savings will be 40 percent.

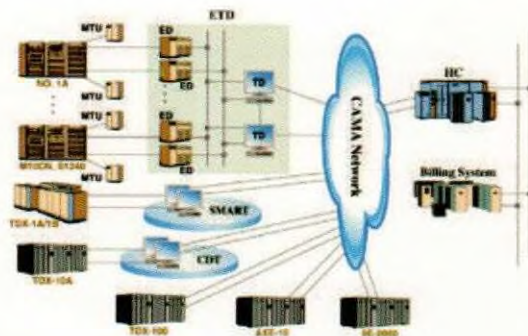
By taking the basic advantages of LEDs in general lighting products, MIC is making railway lighting products with a unique feature of vibration and impact resistance making its useful for lighting applications in couches, signals, and tail lamps.

Features & Advantages:

- ▶ Polished spectral reflectors to maximize the lighting intensity and coverage
- ▶ No warm-up or cold start problems
- ▶ No filament burn-outs
- ▶ About 61% energy savings for more than 20 years
- ▶ No periodic down time
- ▶ Easy installation
- ▶ No wiring run from the grid
- ▶ No Ultra violet or Infrared radiation
- ▶ Completely Shock Proof
- ▶ No heat generation

Advantages of using MIC's CDCS

- ▶ Robust and reliable, able to process large volumes of Call Detail Record
- ▶ Able to interoperate with the most widely deployed kind of switches having FTAM / CMISE interfaces.
- ▶ Able to evolve with network and information system changes
- ▶ Easy to interface with any mediation and billing system



I-CALL(Computer Telephony) Suite

Using the powerful iCall suite of MIC, sophisticated and state-of-the-art computer telephony applications can easily be developed and implemented. It consists of vast number of modules suitable to develop a wide variety of computer telephony applications like IVR systems, Voice & Fax Mail servers, Fax on-demand, ACD, auto-dialer, server-based mini-call center solutions, E-Mail on phone, Enterprise Messaging solutions and Tele-conference solutions.

Salient features:

Analog & Digital Telephony Interface

R2MFC, ISDN-PRI & SS7 signaling

Built-in Paging & SMS services

iCall product suite for speed delivery of Tailor-made IVR applications

Call recording, Call Monitoring, Automatic FAX services

n-Party conferencing

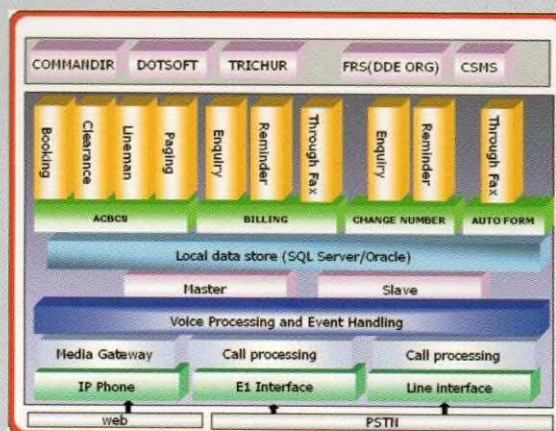
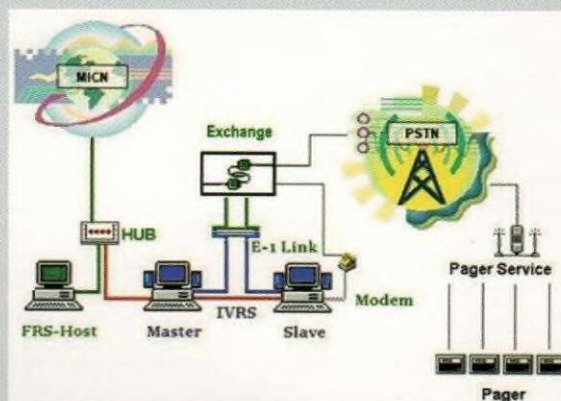
SS7 Signaling Protocol Bridges / Gateways

Customizable Redundant Solution Architecture

MIS Reports on Call & Usage statistics Protocol Bridges / Gateways

Customizable Redundant Solution Architecture

MIS Reports on Call & Usage statistics



Services

Some of the services deployed for telecom & non telecom sectors are:

- ▶ Tele conference solutions
- ▶ Prepaid calling card services
- ▶ Automatic payment reminder service
- ▶ Automatic telephone bill enquiry & bill fax service
- ▶ Automatic changed number announcement service
- ▶ Automatic complaint handling service
- ▶ Automatic trunk-call handling service
- ▶ Interactive assistance for commercial & special services
- ▶ Automatic queue management service
- ▶ Train arrival & departure information service
- ▶ Passenger reservation status (PNR) enquiry service
- ▶ Accommodation availability information service
- ▶ Train fare enquiry service

MIC has deployed various IVRS applications with solutions for esteemed clients like MTNL, BSNL and Indian Railways.

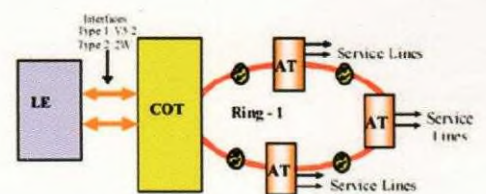
Communications

MIC's Communications Group manufactures a wide range of products that find application in the telecommunication network of telecom operators across the world. Developed through in-house research, these products range from Digital Loop Carriers (for voice & high speed data applications) to Convergent Digital Loop Carriers (for voice, data and video used with legacy circuit switched TDM systems) and IP based DSLAM's (used for triple play concept of providing voice, data and video including TV Channels & Video on demand). This group also manufactures digital set top boxes for cable and satellite (DTH) for multi-media and interactive TV reception.

Digital Loop Carriers

MSAN – 14 Narrow Band Digital Loop Carrier on STM 1/4 SDH Ring

DLCs are used in telecom networks to extend the subscriber services available to the Local Exchange (LE) to remote place where the subscribers are located. Typical architecture of the Digital Loop Carriers (DLC) on SDH STM -1/4 Ring is shown aside. The system consists of Network Elements, a Central Office Terminal (COT) and a set of remote terminals called Access Terminals (AT) all interconnected on 2-fibre SDH STM-1/4 Optical Ring.

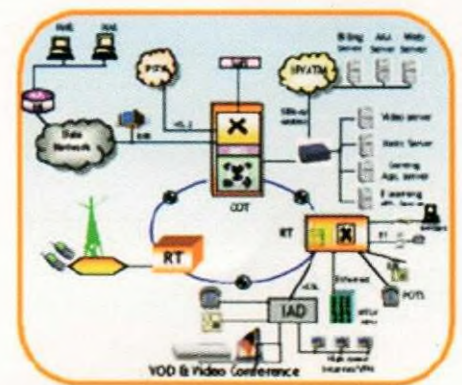


Digital Loop Carrier on SDH STM-1/4 Ring

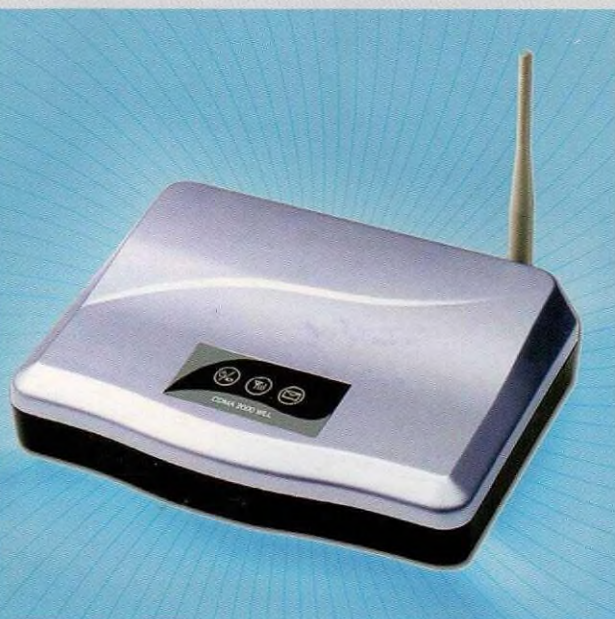
MSAN-20 Multi Service Access Network on STM 1/4/16 SDH Ring

MSAN-20 is a Multi Service Access Network on STM 1/4/16 for metropolitan applications. It comprises both narrow band circuit-switched and IP/ Ethernet-based broadband services on the same platform. The system also provides triple play services, namely Voice, Data & Video most economically.

MIC Electronics already possesses the expertise in designing, developing and deploying the Digital Loop Carrier System. They are in the forefront again with MIC's Multi Service Access Network, which meets all the functional requirements of the Optical Multi Service Access Network.



Fixed Wireless Phones / Terminals



Fixed Wireless Terminal (FWT) is a CDMA 2000 1X Radio Terminal, to provide wireless access for conventional fixed telephony equipment such as telephone instruments, PCO /Home meter, Fax Machines and computers can be connected to access the CDMA network to realize the Voice, Fax and Data Functions. So they can meet the needs of operators for fast network deployment.

Features:

- ▶ Simple and refined design
- ▶ Basically designed for desktop, in addition to using wall-mount, can be installed easily anywhere
- ▶ Clear & pure voice quality (8Kbps EVRC and 13 Kbps QCELP)
- ▶ Support to R-UIM (optional)
- ▶ Data Function
- ▶ Supporting Polarity reversal and 16 Khz for billing
- ▶ Support caller ID telephone
- ▶ Internal backup battery

Dimensions : 230 (L) X 175(W) X 55(H)mm

Weight : 700g. (with battery)

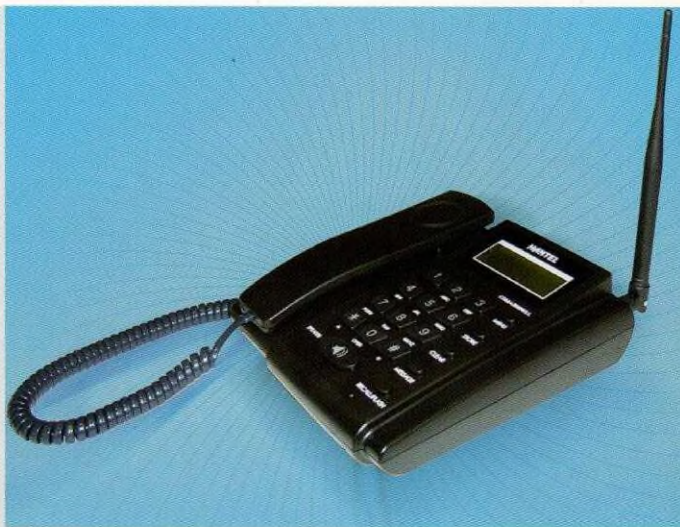
Integrated Fixed Wireless Terminal (IFWT)

Integrated Fixed Wireless Terminal (IFWT) is a CDMA 2000 1X Fixed Wireless Phone (FWP) where telephone instrument is in-built along with a call charge meter. The FWP is user friendly and has a 3 line, 16 character wide LCD display which is easy to read. Standard features include caller ID, SMS etc.

Features:

- ▶ Simple and refined design
- ▶ Basically designed for desktop, in addition to using wall-mount, can be installed easily anywhere.
- ▶ Clear & pure voice quality (8Kbps EVRC and 13 Kbps QCELP)
- ▶ Support to R-UIM (optional)
- ▶ A menu interface with prompts for easy operation
- ▶ Last number redial
- ▶ Speed dialing with a 150 number memory
- ▶ ROH tone and speakerphone
- ▶ Adjustable Ring, Ear, Key volume and DTMF tone length
- ▶ Internal backup battery

Dimensions : 170 (L) X 180(W) X 45(H)mm
 Weight : 700g. (with battery)



Hand Held Computer

Slimputer EB9E Series:

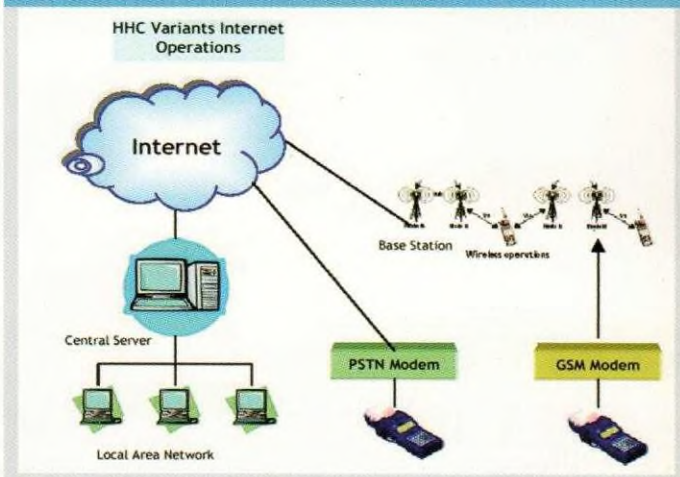
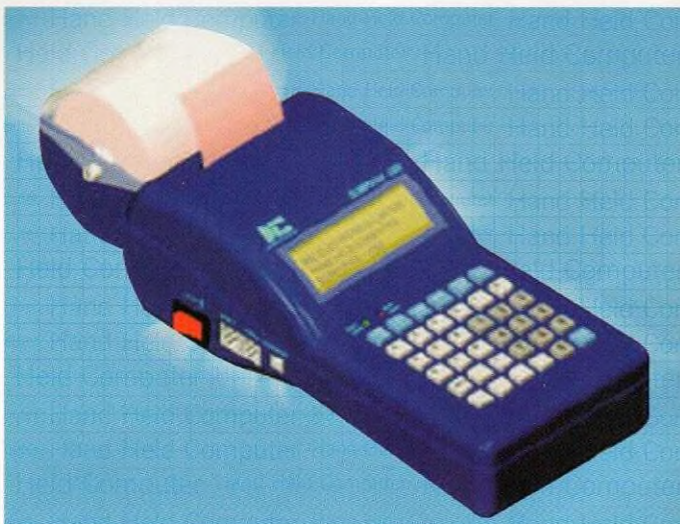
MIC's Slimputer is a reliable, user-friendly spot-billing machine, where the bill can be generated instantly after the meter reading. It's a 16 bit processor with 1MB standard memory and inbuilt printer supporting 2000 – 4000 consumer data (depending on the record size). This avoids unnecessary delay & discrepancy in meter reading as HHC can record meter reading and serve Bills/notices on the spot.

Applications

Electricity billing, Water billing and various applications like billing in supermarket, voter list preparation, bank transactions enquiry, population statistics, crop damage assessment, surveys (survey Assistance), Mobile Data Collection, Traffic Police to generate Penalty Challans, Road Tax Collection, Toll Gate, Attendance Management in College and Schools, Hotels, Hospitals, Billing and Statistical Reports at Petrol Bunks etc., can be ported to HHC

Features:

- ▶ Bill generation at consumer location
- ▶ Retrieval of consumer data in case of any failure
- ▶ Authentication of the machine number
- ▶ Encryption of the consumer data during communications
- ▶ Downloading of tariff and other policy rules
- ▶ Flexible printing format
- ▶ Self check for abnormal bills
- ▶ Device locking feasibility



MIC's Global Spread

In line with the MIC's vision of becoming of a global leader in its sphere of operations, the company found subsidiaries at Middle East, Australia and USA.

MIC Middle East FZ LLC

MIC Middle East FZ LLC is a subsidiary of MIC Electronics Limited mainly caters to the markets of Middle East because of the region contains heavy malls, complexes and stadiums. Accordingly, MIC Middle East is supplying fixed / Mobile / Indoor /Outdoor LED Video Displays apart from forming alliances with media and advertising industry. With in a short span of time MIC has bagged orders and executed successfully, keeping ahead of its competitors in the global markets.

Info STEP Inc.,

A Subsidiary of MIC Electronics Ltd

InfoSTEP, a global products and solutions company based out of Silicon Valley, head quartered Santa Clara, California USA, has been in business since 1998 is promoted by professionally managed and seasoned executives with more than two decades of techno commercial experience in the areas of Business Intelligence, Corporate Governance, Enterprise Feedback Management and Multimedia. Its current customers include Adobe, Cisco, Sun, Symantec, Toshiba, Yahoo and other brand leaders.

In order to rapidly capitalize on expanding markets, especially in North America, MIC Electronics has acquired 100% stake in InfoSTEP. This inorganic growth provides MIC an immediate base in USA for its LED displays as well as other offshore IT practice areas. In addition, MIC will provide its market presence and reach to InfoSTEP's products and services in Asia Pacific regions. Together, both the companies will be able to leverage each other's strengths to grow the combined business in Asia Pacific and North America.





Info STEP Inc, USA is also catering to the MIC's customers in the fields Media (marketing, sales, service and support of LED video displays and advertising) and Information Technologies (recruitment, software package implementations, consulting and outsourcing to MIC India) in this region.

MIC is also having strategic alliances with companies abroad like South Africa for sales and prompt service network for its Media Products.

MIC Technologies (Aust) Pty Limited

MIC Technologies (AUST) PTY Limited, a subsidiary of MIC Electronics Limited, provides technology solutions that allow customers to achieve new levels of competitiveness, efficiency and productivity.

MIC's business line is in the field of Media (Marketing, Sales , Service and Support of LED Televisions and Advertising) and Information Technologies (Recruitment, Software Package implementations, Consulting and Out-sourcing to MIC India.)

MEDIA & Advertising Business

This group focuses on the sales, service and support of LED Screens for Sales, lease and for product advertising. MIC's Melbourne & Sydney offices target many media & advertising clients by forming alliances and joint venture partnerships with long established sellers of advertising space on LED Screens.

Information Technology Business

Today and in the future, organizations not only require implementation / integration of software packages & services but also more importantly resort to efficient business processes to achieve their business objectives of profitable outcomes from their IT investments.

This group works with clients to build a stable application platform and implement processes with defined service levels, enabling them to predict profitability and thus potentially reduce the losses associated with such packaged applications.

MIC's Core Capabilities

- ▶ Business solution implementation services
- ▶ Consulting services
- ▶ Solution sales services
- ▶ Offshore outsourcing services

MIC ensures that customers derive value for money from its services and a high return on investment for tools, techniques, systems and processes that they have purchased from MIC.

