

Company Profile



SONIC COMMUNICATIONS (INT) LTD - HEADQUARTERS

Sonic Communications (Int) Ltd was formed in 1977, by Mr David Bryan, the current group C.E.O. & Managing Director, to design and manufacture an intercom system for use by motorcyclists, which for the first time allowed conversations between the rider and pillion passenger while mobile. From this innovative idea, the world of integrating communications into all types of helmet was born, leading to products that are today marketed Worldwide to Police Forces, Military and Government Organisations, Fire Brigades and Industrial Users.

In 1982, the Company added to its equipment range to cover the entire scope of communications, which includes design and manufacture of a wide range of products and services available to Emergency Service Agencies. Indeed our core business is now structured to concentrating on such markets, to provide leading edge

solutions to operational requirements that are encountered on a daily basis, by Surveillance, Law Enforcement, Ministry of Defence, Fireground and Industrial Operatives Worldwide.

In 1997, the Company completed the building of a purpose built factory near to Birmingham Airport, in an ideal position for connection to the UK Motorway conurbation, allowing easy access for visitors by road to our premises. This location comprises some 35,000 sq ft of floor space, which houses our Worldwide Corporate Headquarters, Sales, Marketing, Accounts and of course an extensive Research, Development and Manufacturing facility, with 10,000 sq ft dedicated to our Specialist Vehicle Installation Section.

The Company's main production area is responsible for the manufacture of our core product range, which currently supports all personal and mobile accessory requirements throughout the World, for both analogue and digital radio equipment. Equipped with the latest software, to provide a computer aided manufacturing facility, backed by a comprehensive material control and supply section, the Department continues to work towards improved delivery dates and output targets, which during 1999 achieved a 30% growth. With an expansion capability for up to 100 dedicated staff, the department is well equipped for dealing with the future demands the UK PSRCS and other similar projects from around the World will bring.

The supply of all types of protective Helmets, from Firefighting and Parachuting to Motorcycle use, including the installation of communications headsets, still forms a major part of our daily work, with the Company providing such services to all UK Police Forces, along with the Ministry of Defence, Fire Brigades and all Government Agencies. Holding the coveted United Nations ECE Regulation 22.05 approval, currently necessary to carry out such

work, the Helmet Department handles more than 3,000 communications helmet installations per annum, including work for many overseas Countries.



MAIN PRODUCTION AREA

The facilities provided by our expanded Specialist Production and

Sonic Communications (International) Ltd

Birmingham International Park

Starley Way, Bickenhill, Birmingham, B37 7HB England

Telephone: +44 (0) 121 781 4400 (switchboard)

Fax: +44 (0) 121 781 4402 (sales) +44 (0) 121 781 4404 (general)

<http://www.sonic-comms.com> E-mail: sales@sonic-comms.com

The Association of
Police and Public
Security Suppliers



ISO 9001:2000
FM30176



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Research & Development Department, ensures that new products and services are continuously being designed and manufactured for use with all types of personal and mobile radio equipment's, using both analogue and digital technology. This Department has maintained a close liaison with Digital Radio suppliers during the development phases of Terminals, to ensure that ancillaries closely follow digital radio development.

In addition to our range of specialised audio and RF equipment's, the Department is also responsible for design and manufacture of the extensive range of video surveillance systems marketed by **Sonic Communications (Int) Ltd**. Such equipment's range from hand carried and bodyworn video equipment's, to full specification vehicle or static systems, which include conventional microwave, spread spectrum or GSM transmission equipment, combined with remote control via telemetry.



SPECIALIST PRODUCTION DEPARTMENT

The benefits of in-house Research and Development, supported by a highly skilled Production Area has resulted in the Company being selected for several prestigious Contracts, where our design flexibility operated within the controls of our accredited BS EN ISO 9001 : 2001 Quality Management system, has provided cost effective solutions for many specialist equipment needs requested by our Customer base.

Our R&D and Production facility is supported by our in-house Specialist Vehicle Installation Department, which provides a dedicated group of highly skilled Engineers, available to carry out a wide range of specialist installations, including single and dual vehicle covert fits, observation and control vans to vehicle location and tracking installations. Many of these fits are carried out using in-house designed systems, for use along with customer supplied conventional or secure radio systems, providing improved operational facilities combined with cost savings over the OEM equipment.

Our Motorcycle Installation Department carries out a similar range of services to the Vehicle Section, but in addition also prepares Motorcycles direct from the importer for road use. This includes pre-delivery inspection (PDI), prior to the installation of the necessary covert or overt radio equipment and the usual emergency lighting and sound systems associated with Police machines. Several major Contracts have been won, including the Automobile Association, Honda Motorcycle Appreciation Course and the Driving Standards Agency, to name only a few of the organisations in addition to the Police and Paramedic Departments which use our services.

Mission Statement

"To continue to be world Leaders in our field of operations and through teamwork, to consistently produce the very highest level of customer satisfaction by offering competitive products, backed by superior levels of service"



MOTORCYCLE INSTALLATION DEPARTMENT