

GeoPartner



GeoSIG



Welcome to the new issue of GeoPartner. This newsletter is dedicated to communicate with our partners. Please feel free to approach us with any feedback or questions you may have regarding its content.

In this issue we will address a topic of highest importance for our network of worldwide partners: We are changing our system of partner classification from “Exclusive” and “non Exclusive” to Platinum, Gold and Silver Partners. Please find more information in the respective Article on page 3.

As before, we will again turn the spotlight on one of our partners. In this issue, it will be GeoMediciones from Chile.

Furthermore, we would like to thank you for the submission of your sales forecasts for 2011, which will help us very much in our planning for this year. Please bear in mind that we need you to complete your Partner Focus business plan through our online tool, in case you have not completed it yet.

To a prosperous and successful 2011!

Sales & Marketing

USGS Agreement

The USGS has a program to deploy 1000 GeoSIG NetQuakes instruments throughout the USA with the aim of measuring and monitoring earthquake ground motion close to large earthquake zones; These data are used by the engineers to develop methods to construct buildings that do not collapse during earthquakes. Scientists also have a keen interest in analysing such data for better understanding of the faults in earthquake zones.

It is quite disturbing and sad to see what has happened in Japan after the very substantial earthquake and a tsunami which took place recently. It pleases me to think we are in an industry where our equipment is used to help in some way to reduce the impact of such natural disasters. On the other hand it is quite frustrating to see that despite advances in the technology and many years of research in this field we are still far from being able to anticipate all the consequences of such natural events.

The last days have been a reminder that our role as well as running a business is also to see how we can best affect and reduce the impact of such disasters in many fields which we have solutions for. Our solutions in monitoring seismic activities in major structures such as NPPs, high rise buildings, dams, bridges, tunnels, gas and oil pipelines as well as solutions for earthquake early warning and rapid response are all to assist with minimising the impact of such disasters. Reducing in the first place the human cost can be achieved by anticipating such event or providing almost real time alarms which we both take seriously and appreciate the fact that the business is a by-product of providing such solutions. In the hope that as technology and science develops; one day we can more accurately predict such events and save lives as well as reduce the impact of natural disasters.

Serge Rudaz, Managing Director



Partner Seminar 2011

Based on feedback from our partners we could not get enough interest for a given date for a Partner Seminar so far. It is still our intention to organise a Partner Seminar for 2011. As much as we have some Partners asking for this event; at the same time lack of interest from others makes it difficult to arrange such Seminar at short notice. We would ask everyone to take time to let us know their preferred date for the next Partner Seminar. Please feel free to discuss your preferences and wishes with Florian Gegier.

USGS Agreement Continuation

GeoSIG in cooperation with USGS has come to an agreement to make it possible for individuals and commercial entities to purchase and host a NetQuakes recorder. Therefore, the success of this prestigious National programme will be extended beyond the allocated budget.

The recorded data will be available online and in real-time to expand the USGS network. This will allow to advance the understanding of ground motion during earthquakes, help creating Shake Maps, improving the determination of earthquake epicenters, magnitudes, as well as fault orientation.

Partner Spotlight: GeoMediciones, Chile

GeoMediciones as a partner of GeoSIG offers an unparalleled range of customized solutions combining traditional technologies and state-of-the-art fiber optics sensors.

“Our leadership position in the market results from the development of cutting-edge solutions for applications in the copper industry, mainly tailing dams, improved risk management of the operation with data traceability, characterized by a well-established distribution network all around the country.”

When asked about their marketing and commercial plan the answer was clear: “We constantly look for new costumers via internet directories, mining websites and seminars. But more efficient than that is a periodically informative email sent to our database which contains information about new projects, the launch of new instruments, challenging installations and project awards.”

“The "secret" to our success is mainly looking forward to attend the specific client’s requirement from the very beginning. Since the first meeting or conversation we strongly adapt our offer to the exact client’s needs and present the scheme until we obtain an order.

We position our company against the competition offering always a field service program for installation, commissioning and maintenance; and in some cases we overcome costumers resistance by pushing forward an aggressive promotional and technical material presentation which demonstrates references and applications in Chile and worldwide.

We normally influence the costumers decision by providing the right technical information, giving them a solution to their problem, training them via presentations about GeoSIG’s technology and presenting a field service portfolio with after-sales support.”

GeoMediciones would give GeoSIG partners in other countries the following keys: Maintain leadership in your focus industry by installing state of the art technology, increasing your companies resume; Maintain a constant communication with your clients; An advantage is to have experience in relevant and recognized industries; Be proactive and self-motivated; Try to be certified and with a recognized technical field service; Always present a product reliability.

Table of Contents

- AC-63 Sensor now available with 4 g Full Scale Range1
- Chinese adopt Swiss Dam Monitoring Norms.....1
- Visit the GeoSIG Booth at the AGU Fall Meeting 2011 in San Francisco1

AC-63 Sensor now available with 4 g Full Scale Range

GeoSIG's state of the art accelerometer sensor AC-63 is now available with an optional full scale range of +/-4 g.

This further development is based on the application of the latest MEMS technology and will allow a broader application of sensors for measuring and monitoring projects where the broadest possible full scale range is necessary in order to achieve measurements in ranges where it was not possible before.

Please feel free to contact us for any additional information.



Figure 1. GeoSIG AC-63 Accelerometer

Chinese adopt Swiss Dam Monitoring Norms

On the sidelines of the 2011 ICOLD (International Commission on Large Dams) annual meeting in Lucerne, Switzerland in June earlier this year, a meeting with a remarkable outcome took place. The Chinese delegation signed a letter of intent with Switzerland to adopt Swiss standards and norms for the monitoring of its 26'000 large dams.

Switzerland is the country with the highest density of dams in the world, as well as home to the world's highest concrete dam, the massive 285m (935 ft) tall Grande Dixence Dam and the leading country and a major reference for dam safety and monitoring standards in the world.

For a fast-growing and aspiring economy like the People's Republic of China, energy safety as well as security for its major infrastructures has become a major concern. The adoption of the Swiss dam monitoring standards and application state-of-the-art dam monitoring technology will certainly and significantly contribute for China to achieve these objectives.



Figure 2. The Grande Dixence Dam in the canton of Valais, Switzerland

Visit the GeoSIG Booth at the AGU Fall Meeting 2011 in San Francisco



AGU FALL MEETING 2011
San Francisco, California, USA | 5-9 December

"The AGU Fall Meeting is the largest worldwide conference in the geophysical sciences, attracting nearly 20,000 Earth and space scientists, educators, students, and policy makers. This meeting showcases current scientific theory focused on discoveries that will benefit humanity and ensure a sustainable future for our planet." (www.agu.org/meetings)

As every year, GeoSIG will attend the AGU Fall Meeting as an exhibitor. If you plan to attend the conference, do not miss visiting the GeoSIG booth in the exhibition area at the Moscone Center, level 1, booth number 1429.

This professional bulletin has been prepared by GeoSIG Ltd.

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