



Solutions & Expertise for the cable industry

COMPANY

People

AESA Cortaillod reinforces its development team and reorganises its sales organisation to even better meet the market's expectations. See details on the next page.

Innovation

Please do not hesitate to share your expectations or dreams with us. We appreciate at all times the information coming from the market. We want to be more than just a supplier, thus we need to anticipate the most adapted solutions to help you as required.

PRODUCTS

LAN CABLES

Balunless & short cables

New technologies offer new functionalities. Cobalt with the balunless technology offers more than ever for cables up to cat 8

- More than 170 parameters automatically measured, evaluated and report printed
• Measures short samples therefore reduces waste (direct savings)

Have a look on our application note "Cobalt length comparison" and our Flash "with or without balun" available on our website.

Triaxial method

This option for Cobalt & Vega allows the measurement of the screening effectiveness (transfer impedance, screening attenuation, coupling attenuation).

TCL family

The balanced common mode parameters directly measured by Cobalt (balunless) can be added as an option on Vega & Phoenix (baluns).

LINEAR RESISTANCE MEASUREMENT

ResTest family

Our offering for measuring the linear resistance on samples now covers all the requirements, directly in production or at the laboratory:

- ResTest 50 for small sections and insulated conductors (incl. coax)
• ResTest 80 for larger conductors class 1 and 2
• ResTest 100 for large class 1, 2, 5 & 6 conductors
• ResTest 110 idem plus insulated conductors and multicore cables

CABLE MANAGEMENT SYSTEM

SAP Direct connection

CIQ 3.0 can be directly connected to SAP (import & export)

OTDR measurement

The automatic data acquisition is possible directly with CIQ

Curve evaluation

CIQ offers a specific module to analyse HF and OTDR curves (markers, zoom, comparison, printing...)

iiM AG interface

The camera-based measuring equipment is now interfaced with CIQ. Together they offer a simplified user interface.



MARKETS

ASIA



Business development efforts in Asia

AESA Cortaillod develops promising activities in Asia, especially in China.

AESA created a Chinese version of its website

- www.aesa.com.cn

AESA has established a local team:

- to efficiently ensure the business relations
• To ensure the technical support

AESA attended last year the following events:

- Wire Southeast Asia - Bangkok (exhibitor)
• Wuhu Quality Summit - China (speaker)

AESA will attend the following events:

- Wire China 2014 (exhibitor and conference)
• Wire India 2014 (exhibitor)

COMPETITION

Different business attitude

AESA Cortaillod has built its reputation based on long lasting "Swiss Made" experiences, skills & competences in the electrical measurement of cables & wires. As a living demonstration, we positively interact with more than 500 active customers worldwide. One of AESA's corporate values is the sense of integrity. We are thus surprised when some competitors are issuing statements about AESA's market offerings, obviously led by unfair and unethical business attitude.



For those reasons, we have summarized the AESA's performances within a "Flash": Competition is nurturing as long as it remains fair.

**AESA REINFORCED TEAM**

■ **Development Team:**

**Peter Fischer** started on August 1<sup>st</sup> as R&D project manager. Peter brings a significant experience as development and test engineer at Reichle & De Massari and a degree from Zurich university. He is presently member of standardization committees as well. Peter will work specially in the innovation for High Frequency measurements.

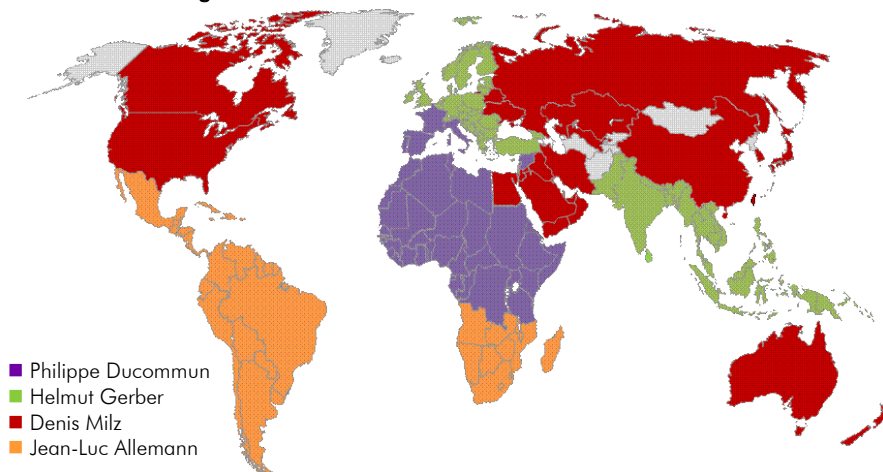
**Benjamin Currat** started last year as R&D engineer. Benjamin builds a significant experience as development and test engineer. Benjamin is MSc Electrical and Electronic Engineering and reinforces our development team within the linear resistance measurements and low frequency technology.

■ **Sales organisation:**

The departure of Mirko Santa Cruz was an opportunity to review our sales organisation. The world has been divided in only four regions and reallocated accordingly (see Area Sales Managers)

**Aur lie Thiault** started on September 1st as Internal Sales Engineer. Aur lie is MSc Electrical and Electronic Engineering and brings a significant experience as Export Sales Engineer at Siemens (Grenoble/FR) in the sector of Energy T&D / High Voltage. Aur lie will be a quality permanent technical sales representative for all our partners.

**Area Sales Managers:**



**KNOWLEDGE**

■ **Documents & tools**

AESA regularly shares its knowhow with its agents & customers through tools and documents. Since our last Newsletter, these documents have been issued and are available from our website.

- Flash: RLin measurement - What do you need?
- Flash: LAN cable - competition is nurturing as long as it remains fair
- Technical paper: Proficiency in linear resistance measurements
- Application note: Cobalt Length Comparison - Balunless allows for short length
- Application note: Reduction factor - Electromagnetic protection of telecommunication lines
- Tool: Payback RBridges (raw material savings)
- Video : ResTest family available on [www.youtube.com](http://www.youtube.com)
- Leaflet: Cable Management System including our CIQ description & our MES partnership offering

**OUR NEXT EVENTS**



**Shanghai, Sept 24 - 27, 2014**  
Shanghai New International Expo Center

■ **as Exhibitor**

We will be pleased to welcome you in our booth **W1G39**.

We will demonstrate :

- ResTest 110 (RLin Bridge)
- 8136 (on the line RBridge)
- Cobalt (balunless ATE)

■ **as Speaker**

Wednesday 24 September at 2 pm  
Auditorium M9

*"How outstanding enterprises use testing and quality systems for their improvement process"*

■ **our AESA delegation**

- Patrick De Bruyne, Executive Chairman
- Jean-Luc Allemann, Vice-President



**Mumbai, Oct 28-30, 2014**  
Bombai Convention & Exhibition Centre Goregaon

■ **as co-Exhibitor**

We will be pleased to welcome you in our shared booth **1F18**

■ **our AESA delegation**

- Helmut Gerber, Senior Sales Manager



**Providence, Nov. 9-12, 2014**  
Rhode Island Convention Center

■ **as co-Exhibitor**

We will be pleased to welcome you in our shared booth **200**

■ **our AESA delegation**

- Denis Milz, Senior Sales Manager