



1. THE COMPANY

SENA GPS, S.A. is a private Spanish Company, founded in 1.992 Spain by a highly experienced group of professionals with strong background and know-how in defense electronics field. The aim of the company was developing , manufacturing and providing AVL and Telecommunication Systems solutions to the civil market.

The company objectives are:

- The development of our own products, based in a deep R&D activity.
- The most innovative, specific expertise in location technology.
- Development of high technology with a strong added value.
- Use of project management and quality control methodologies.

SENA GPS mission is the development, manufacturing and distribution of the following products and solutions lines:

- GPS receivers.
- Location, tracking, route recording, remote-control and remote-surveillance equipments including the on-board electronics.
- AVL equipments and systems.
- Leadind-edge solutions for logistic management projects.



SENA GPS manufacturing capability is currently up to 10K units per month and always increasing.

SENA GPS man power is based on forty people, where the eighty percent are diplomated engineers.

SENA GPS headquarter is:

Avenida de la Industria, 32, edificio 2

Alcobendas

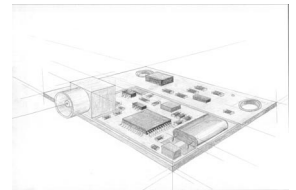
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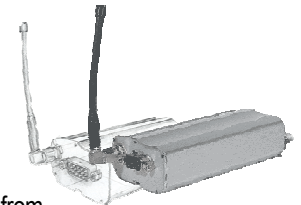
2. PRODUCT OVERVIEW

SENA GPS portfolio of products includes basically two GPS receivers:

- **Proteus**, 12 channel chip-set, O.S. multitasking SENOS and protocol ICD-GPS-003 from SENA GPS.
- **Albatros**, Low Power 12 channel chip-set, O.S. multitasking SENOS and protocol ICD-GPS-003 from SENA GPS.

This GPS Receivers are used to offer several solutions of products:

- **SN-GPS** -locator line based in Proteus, including GSM, AMPS/TDMA, Trunking and PMR communications, and application SW.
- **THERMES** - locator line based in Proteus, integrating display, keyboard, termal printer, application SW for fleet management and service dispatching, and also including GSM, AMPS/TDMA, Trunking and PMR communications.
- **AMIGO** - new locator line based in Albatros, including GSM, AMPS/TDMA and Trunking communications.



3. SALES STRENGTHS

Currently SENA GPS sales are based in two basic lines – direct and indirect channels.

- Direct Sales -is made up of 5 people who support the national and international projects and direct clients.
- Indirect Sales -is made up of a distribution network of 30 companies with expertise in SENA products and solutions, helping our customers in the use of our solutions.

**MARKETING**

CÓDIGO:

SN-MK-203 FGF

SENA GPS

AUTOR:

Félix Gutiérrez

FECHA:

04/12/2001

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4. MARKETS ADDRESSED

SENA GPS activity is present at domestic market in Spain and also targets solutions provided to European and SouthAmerica markets.

Type of sectors covered b y SENA GPS are:

- Overall Systems and Service solutions.
- Equipments (on-board, personal and fixed)
- OEMs and module level products.