



Signals are Vital to Your Business



**A Corporate
Introduction**

**Be certain.
Belden.**

Adding Value to Your Business

In our last brochure we stated that 'Belden is a word-class supplier of signal transmission solution. This time I want to focus on how we do this: always thinking, working and developing from your perspective. This is our essential strength - tell us where your company wants to go; and we'll help you to get there. Belden aims to be not just a supplier, but a strategic business partner delivering solutions that make you perform better.

By combining business know-how with the technologically advanced products of our leading brands Belden®, Hirschmann™, Lumberg Automation™, you can be certain we provide signal transmission solutions that make your company operate faster, better, longer, safer and more economically. It's our ambition to deliver all these benefits to you from a single source, building a lasting relationship that adds value to your business.

Christoph Gusenleitner
Executive Vice President EMEA

**Be certain of
a partner that
understands
your industry.**



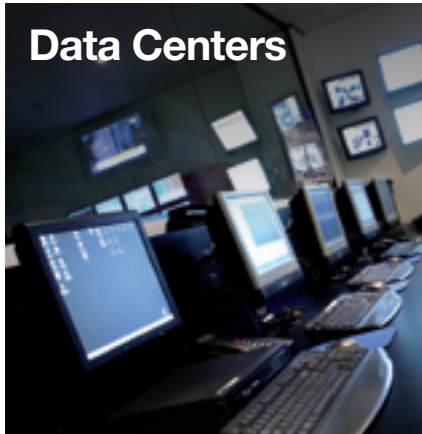
Stay Ahead With Belden®, Hirschmann™ and Lumberg Automation™ Right Behind You

In a highly competitive environment, it is crucial to have reliable partners who are able to add value to your business. When it comes to signal transmissions, Belden is the number one solutions provider. We are a leading company in a multitude of industries with a strong focus on these selected markets:

Broadcast



Data Centers



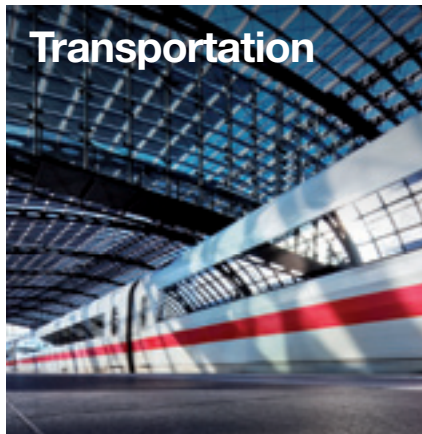
Machine Building



Oil & Gas



Transportation



Power



A Partner That Delivers

From broadcasting studios to industrial companies, we deliver the solutions required in often highly specialized applications. We are not a mere supplier; we are a committed partner that will help you meet the ever-increasing demands of your customers. Understanding your market is just the starting point. We want to know your specific challenges and targets to see how we can help you propel your business beyond competition. Combining the strengths of our three leading brands, Belden®, Hirschmann™; and Lumberg Automation™, we are able to create the solution you need. Today it may be a single cable, a switch or a connector, thus solving a specific issue; tomorrow it can be a complex range of integrated applications, systems and solutions. In this approach flexibility is key; our solutions and services will evolve with your future technical and business challenges.

Be certain

Belden ensures the superior performance of your mission-critical systems, even in the most demanding circumstances. It is not only the technology that matters; it is what the technology can do for you. Do you want to increase productivity, reduce costs, increase continuity or enhance service levels? Belden will drive your ambitions. If signal transmission is vital to your business, get in touch with the partner that delivers. Be certain. Belden.

**Viewers rely on their
broadcaster. Who does
the broadcaster rely on?**

Be certain. Belden.

Broadcast

Ensure ultimate
performance, efficient
technology and optimal
transmission

In the professional broadcast industry, it's all about delivering audiovisual content without any delay or disruption to the audience. Due to our experience in this sector, we know exactly how you can meet expectations of even the most demanding audience, today and in the future. With Belden as a partner, you can always be sure of ultimate performance, efficient technology and optimal transmission. Not just for critical field applications (where cable is dragged, crushed and trod upon) but also in permanent studio installations (where the long run is all important). Every day hundreds of millions of people around the world enjoy TV-shows and live registrations made and broadcasted with Belden solutions.



Meeting SKY Italia's HD Needs

Future Proof Broadcasting

SKY Italia wants to centralize all its broadcasting activities in one single location to reinforce its strong growth. The entire installation of the new facility needs to be future proofed to meet increasing demand for HD programming. A key technical and organisational challenge is that throughout all relocation and installation processes, programming needs to continue as normal. Sky Italia selects Sony to manage the installation, who in return wants to work directly with a trusted partner for an optimized relationship on technical, operational and commercial levels. Belden is selected to accommodate all cabling needs. In addition to our excellent service track record, we are able to offer the most cost effective and the highest quality solutions. Thanks to the superior performance of our HD coaxial cables SKY Italia is able to create a reliable BNC infrastructure, which is efficient in terms of material and maintenance. To this day, the project still is the world's largest new installation in broadcasting.



Data Centers

Regardless of your company's size and scope, you need a data center you can rely on. With Belden solutions you can be sure of superior networking performance 24/7. Computing, storage, networking and communications resources are securely available, so your business can keep on running at all times. Our solutions are future-proof accommodating new advances in technology and changes in your demands. With products and systems that can easily keep up with at least two to three generations of active equipment, excellent return on investment is assured. Be certain your data is always available, with Belden.

Keep your business
running with superior
networking performance
24/7



**Maximizing the Return on Investment
for the University of Birmingham**

The Most Educated Cabling Solution

When the University of Birmingham requires a major upgrade of both the cabling infrastructure and active network equipment of the University High Speed Campus Network (HSCN), Belden rises to the occasion. We provide a well thought-out and properly engineered structured cabling system that's easy to use, flexible and reliable. Able to adapt to tomorrow's technology, the system is also the University's network backbone for successful integration of several generations of equipment. With both performance and costs as key requisites, we offer the university's IT professionals and facility managers a number of cost-effective cable management and connectivity options; with no compromise in performance. By utilising the smallest and sometimes insignificant spaces or rooms we reduce the required floor space by some 50%, realising considerable savings. It's one of many examples of space and cost saving in this future proof cabling solution of academic proportion.



Machine Building

50% More Uptime for Leading German Car Manufacturer

Welding Spark Resistant Manufacturing

To ensure secure data communications even under extreme conditions, the plugs and cables used in automation have to be able to withstand a variety of challenges, including welding sparks. To fulfil these requirements for a major German car manufacturer, Lumberg Automation™ develops special connection cables and connectors. The custom-made solutions are highly resistant to welding sparks as well as oil, coolants and grease. These connection leads have enabled the company to increase productivity at its plants by around 50 percent reducing downtime caused by spark damage. And at the same time they have markedly reduced the cost of installation and maintenance. It's also a perfect example of the extremely short development cycles we are able to offer: just four months from signing the initial development contract to delivering the first connection leads. When custom-made solutions with a high degree of flexibility and fast response times are required, be certain with Belden.

We have been working closely with machine builders, system integrators and end-customers in the machine building market for a number of years. This experience enables us to offer a wide range of cabling, networking and connectivity solutions that improve productivity and increase uptime. Being a global company with a strong focus on custom-fit solutions, we can adapt standard products and systems to local customs, regulations and business requirements, where and whenever needed. In environments where availability is a must, such as transport belts, assembly-cells and packaging lines, we have completed many projects with the world's leading players. We are the partner of choice for customers who want the best out of their systems, both now and in the future.



Improve productivity
and increase uptime
in environments where
availability is a must



Oil & Gas

Oil & Gas companies need to be absolutely certain about their mission-critical applications. They demand maximum reliability from certified products, designed specifically for harsh environments. We offer a full range of unique solutions that meet the most demanding requirements, and facilitate the seamless sharing of information throughout a facility to maximize security and productivity. As the supplier of choice for pipeline and refinery installations, on-shore and off-shore, we introduce technology step-change, building on proven quality and performance.



Secure and Reliable Wireless System for Shell Petrochemical Plant

Tailor-Made and Plant-Wide Wireless Process Control

Shell Eastern Petroleum Ltd builds an Ethylene Cracker Complex as part of its “Houdini” project on the island of Pulau Bukom – Singapore. In this harsh environment, Shell wants to get secure mobile access to process all data via WLAN at defined places in the refinery to drive efficiencies. Working closely with the main automation contractor Yokogawa, we provide a one-stop-shop solution for WLAN and firewall technology with a redundant backbone structure. This comprises hardware and software, as well as a full range of services including consulting, planning, maintenance, site survey, training and configuration of all devices. Significant benefits of our tailor-made solution include improved overall efficiency, resulting from the faster commissioning time for the petrochemical process control system and an overall system cost reduction – due to fewer local panel units being needed. A very important feature in this project is that all relevant parts of the solution have to be properly certified to comply with ATEX/IEC60079. To meet this need, Belden takes the initiative to develop the right products from scratch, bearing in mind that the plant, once it is finished, will have to operate for 30 or 40 years at least.

Maximize security and productivity with certified-products, designed specifically for harsh environments

**Passengers rely on
their transport company.
Who does the transport
company rely on?**

Be certain. Belden.



Transportation

We work closely with all the leading players in the transportation market: operators, manufacturers and system integrators. In a sector where security and availability are critical, we offer innovative products, ranging from Hirschmann™ industrial switches and active devices to Belden® and Lumberg Automation™ cabling, connectivity and cable management products. This portfolio is combined with an unmatched range of services, from engineering to maintenance. Customers throughout the industry rely on Belden to provide a range of solutions that meet their most advanced requirements.

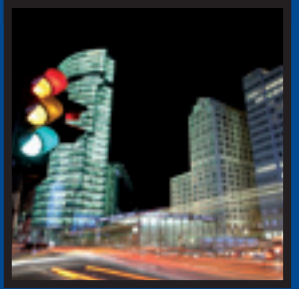
A reliable partner when
security and availability
are critical

Increased Passenger Safety and Comfort for Munich's Municipal Transport Company

Modernising Subway and Tramway Cars

Stadtwerke München, Germany's second largest municipal transport company, decides to modernize most of its subway cars, trains and trams. With the network equipment of Hirschmann™, passengers now enjoy increased safety and comfort, with screens showing the next stop and the position of the exit. Meanwhile the transport company gets control, thanks to the extensive management information that is delivered from the installed video cameras and passenger counting systems. All the Hirschmann™ switches fulfil the required European standards for onboard equipment for rail vehicles. This means that they comply with the strict electromagnetic compatibility (EMC) requirements and are guaranteed to withstand the high mechanical stress levels that frequently occur in trains. This ensures high network availability at all times, which leads to a safer, more comfortable journey for all.





Power

Belden offers solutions for all power applications – from generation to the transmission and distribution of power. Stable operation of renewable energy generation parks is critical. Thanks to strong, long-standing partnerships with the leading companies in this industry, we offer innovative, customer-specific solutions that enable just that – optimal availability under challenging conditions. As a trusted partner for the power transmission & distribution market, we provide data networking solutions that help power producers to run their facilities with maximum efficiency. Even though we design the solution based on the specific requirements of every customer, they all offer the same benefits: securing communications and maximizing uptime.

Powerful solutions
for stable operation,
maximum efficiency
and low power
generation costs



Guaranteeing Safe, Clean Energy for 25.000 Households

Bright Solution for Solar Power Plant

As a leader in the generation of reliable power from solar energy, Torresol Energy develops Concentrating Solar Power (CSP) plants. The company's flagship project is GEMASOLAR, a huge new solar power plant with an installation of 2,600 heliostats. The power generated here will provide electricity for 25,000 households. Therefore it is vital that the network system is constantly available. As a consequence, only products with highest reliability and quality are chosen for this project. Here's where Belden, with its brand for leading networking products Hirschmann™, gets involved. Thanks to our long experience in the alternative power market, we are able to offer a comprehensive package that includes all the relevant hardware, software and services. We deliver a network structure that guarantees no single point of failure can interrupt the communication within the power plant. Our solution ensures system continuity and optimises the performance and productivity of the entire power generation process.



Three Leading Brands, One Reliable Partner

Through ongoing research and development, we are committed to providing you with the best solutions

Belden is a partner, that is committed to help you achieve your targets. By combining the strength of our powerful brands Belden®, Hirschmann™ and Lumberg Automation™, we are able to deliver the solutions you need.

Belden®

Belden designs, manufactures and markets a comprehensive portfolio of high-speed electronic cables, connectivity products and related items for the specialty electronics and data networking markets. All products are designed to be used in the harshest environments and mission critical applications. We add value through design, engineering, excellence in manufacturing, product quality and customer service.

Hirschmann™

As the technology and market leader in industrial networking, Hirschmann™ develops innovative solutions, which are geared towards customers' requirements in terms of performance, safety, productivity, efficiency and investment reliability. Hirschmann™ offers a complete, integrated structure for data communication throughout.

Lumberg Automation™

Lumberg Automation™ delivers intelligent wiring solutions, such as electronic field bus components, connectors and distribution box systems, for applications in industrial automation and other markets. The option of using the products directly in the field, even under rough environmental conditions, is a significant benefit.

Our global product brands enable us to provide complete network solutions from a single source, with worldwide market access and delivery.

BELDEN



HIRSCHMANN

A **BELDEN** BRAND



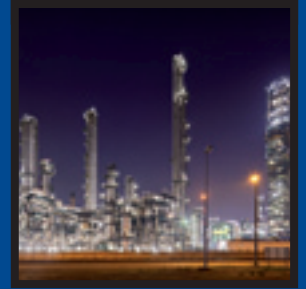
lumbergautomation

A **BELDEN** BRAND



Customized Solutions

We have a vast product portfolio for effective signal transmission solutions. If a standard design is insufficient for one of your applications, we develop a solution that will do the job. This is what we mean with 'strategic partnership': being flexible and responsive, whilst using our expertise to develop a solution that meets your requirements. With the specific customization teams, R&D expertise and production technology in place, we can realize cost-effective customized solutions in very short time and to our usual high quality standard.



The Belden Competence Center

As the use and complexity of connectivity solutions have increased, so have the pressures on users to design, implement and maintain them. As a total solutions partner, we offer you expert consultancy & design, technical support and tailored training from a single source: the Belden Competence Center. This is your access to unrivalled expertise on designing, installing and using solutions created with our range of Belden®, Hirschmann™ and Lumberg Automation™ products. Irrespective of the technology you use, you can rely on us for full support, ranging from implementation to the optimisation of all aspects of daily operation.

Demand Driven Innovation

Your needs are our drivers of innovation. That's not merely a promise; our continuous investment in innovation is clearly demonstrated by our numerous patents. Through ongoing research and development, we are committed to providing you with the best solutions. As a market leader, we also play an active role in key industry associations around the world – thus helping to develop standardization for global applications and products. We are active in IEC, IEEE, ODVA, PNO, EPSG, as well as numerous manufacturer-independent organizations. All this with just one goal: being able to deliver you that specific solution you need; today as well as tomorrow.

Durable Solution: GreenChoice™

A perfect example of market driven innovation is GreenChoice™; our answer to the increasing demand for greener and more sustainable solutions. Focusing on reducing the ecological impact of our products has led to our most durable product range ever. Numerous Belden®, Hirschmann™ and Lumberg Automation™ products are now available as GreenChoice™ products, giving you the opportunity to make responsible choices.



Partner Network

Working with us means working with our committed partner network, across all Belden brands. We combine our resources, intelligence and skills to take Belden products and solutions to the next level.

Ten Clear Benefits and Promises

At Belden every new challenge is considered unique, whether a standard solution is sufficient or a customized solution is needed. Whenever necessary, we adapt our products and services to your requirements and demands. Although flexibility is key, there are always ten clear benefits that you can rely on. They underlie the way we work, regardless of a project's size or nature. These are our ten most important benefits to you:

- 1 A wide range of standard and tailored signal transmission solutions from one single source.
- 2 Hassle-free and secure signal transmissions under the toughest conditions.
- 3 Reducing total cost of ownership.
- 4 World-class products with proven superior performance.
- 5 Reliability for maximum uptime and minimum maintenance.
- 6 Fast delivery of solutions and ease of installation.
- 7 Local technical support backed by extensive global resources.
- 8 Belden®, Hirschmann™, Lumberg Automation™: brands with a long history and an excellent reputation.
- 9 Design support and innovation.
- 10 Continued analysis of market needs for continuous development of effective solutions.

Get in Touch or Better Yet... Challenge Us

We invite you to put us to the test. Make your next challenge our success. We're looking forward to providing you with a superior solution that will open a whole new range of opportunities, both technological and business-wise.

Please call or mail your contact person at Belden and we'll be certain to make an appointment.

See www.beldensolutions.com for a complete listing of Belden locations.



**Be certain
you stay
in touch.**

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