

PRESS RELEASE

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David Beanland joins AMG Systems

AMG cements Middle East strategic market importance with new position as General Manager based in Abu Dhabi

July 1 2009: AMG Systems Ltd. announces that David Beanland has joined the company as General Manager for the Middle East, based out of Abu Dhabi. As Co-founder of Vision Factory Limited in 1994, David has an extensive background from the CCTV industry. Under his directorship the company developed Montage – an innovative range of video CCTV multiplexers. After selling the company in 2003 David has worked with Grandeye as Head of Sales EMEA and Asia and more recently as General Manager Middle East.

Prior to founding Vision Factory David worked for more than 10 years as Technical Director and MD of AVS Broadcast Ltd (from 1986 Avesco PLC), a company which manufacture broadcast TV equipment. Here, amongst other achievements, he founded and grew the US subsidiary and formed 3 new divisions for signal processing, graphics and video effects.

Founder and MD of AMG Systems Alan Hayes says, “AMG continues to enjoy significant market growth and the Middle East is a strategic and highly valuable market for the company. I am absolutely delighted that David, with his extensive technical and commercial background and expertise, has joined us. I am convinced that our customers and partners in the Middle East will benefit greatly from his insight and the fact that he is located in Abu Dhabi makes it easy to travel throughout the region for increased support”.

David Beanland comments, “AMG offers a unique service to its clients. The direct access to free technical support shows the dedication the company puts into each and every project they work with. I have known the company for many years and what particularly attracted me is the fact that in spite of having grown to be one of the leading companies in its field globally, AMG retains its friendly small company feel, and enjoys an excellent reputation and image. Furthermore, AMG’s products are cutting edge, and highly acclaimed. Outside of that, the company has always enjoyed a reputation for delivering products of very high quality. The Middle East is a significant market for AMG’s products with many high profile reference installations and I am looking forward to build on the success for continued business development in the region”.

About AMG Systems

AMG Systems Ltd. is a leading provider of video and communication transmission solutions designed for CCTV surveillance operations in the Transportation and Security Sectors. The company is a global supplier which offers a full range of transmission technologies including multimode and singlemode video, data and audio fibre optic transmission systems; single & multi channel unshielded twisted pair (UTP) links for video, data & audio; multi-port Ethernet switches for the transmission of IP based solutions over fibre, and both analogue and digital wireless products for the transmission of video & data. As a result AMG transmission solutions have been successfully implemented in many high profile projects throughout the world. Projects include supplying the transmission system for the UK’s NRTS project, using the innovative Guardian-Lite™ 3700 system, and the security and surveillance of the Museum of Islamic Art in Doha, Qatar. AMG have completed projects for Airports, Rail, Ports, Industrial and commercial sites, sports and leisure facilities, Town and City centres, Military, Universities and hospitals. More information can be found on www.amgsystems.com