

PRESS RELEASE

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AMG Systems Appoints New Country Head in India

AMG cements their Indian strategic market importance by appointing Sheetal Shanbhag to a new position as Country Head based in Mumbai.

February 15 2010: AMG Systems Ltd. announces that Sheetal G. Shanbhag has joined the company as Country Head for India, based out of Mumbai. Sheetal comes from a position as Head of Sales and Marketing in EFKON India – a company specialised in ITS solutions for Traffic Management and Tolling. Sheetal has spent more than a decade gaining extensive experience in business development, key account and personnel management. She has been a key driver in formulating marketing strategies, creating new market segments and winning major contracts for installation of tolling and backup systems on the Indian Highways network. Prior to joining EFKON Sheetal worked as Sales & Marketing Executive at IIS Infotech – a company specialised in marketing Cognos integrated business planning, business intelligence and reporting software in India. She has further worked with Air Chem Systems Ltd, a company specialised in Automatic Air Dispenser solutions.

Founder and MD of AMG Systems Dr. Alan Hayes says, “AMG continues to enjoy significant market growth and India is a strategic and highly valuable market for the company. I am absolutely delighted that Sheetal, with her extensive commercial background and expertise, has joined us. I am convinced that our customers and partners in India will benefit greatly from her insight and the fact that she is located in Mumbai makes it easy to travel throughout the country for increased support”.

Sheetal Shanbhag comments, “I have worked with AMG Systems in my EFKON capacity and know the company and their products really well. AMG offers a truly 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. What particularly attracted me to joining the company 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. India 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”.

Sheetal has a B.Com from the University of Mumbai and she also previously pursued a Chartered Accountancy Degree.

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