

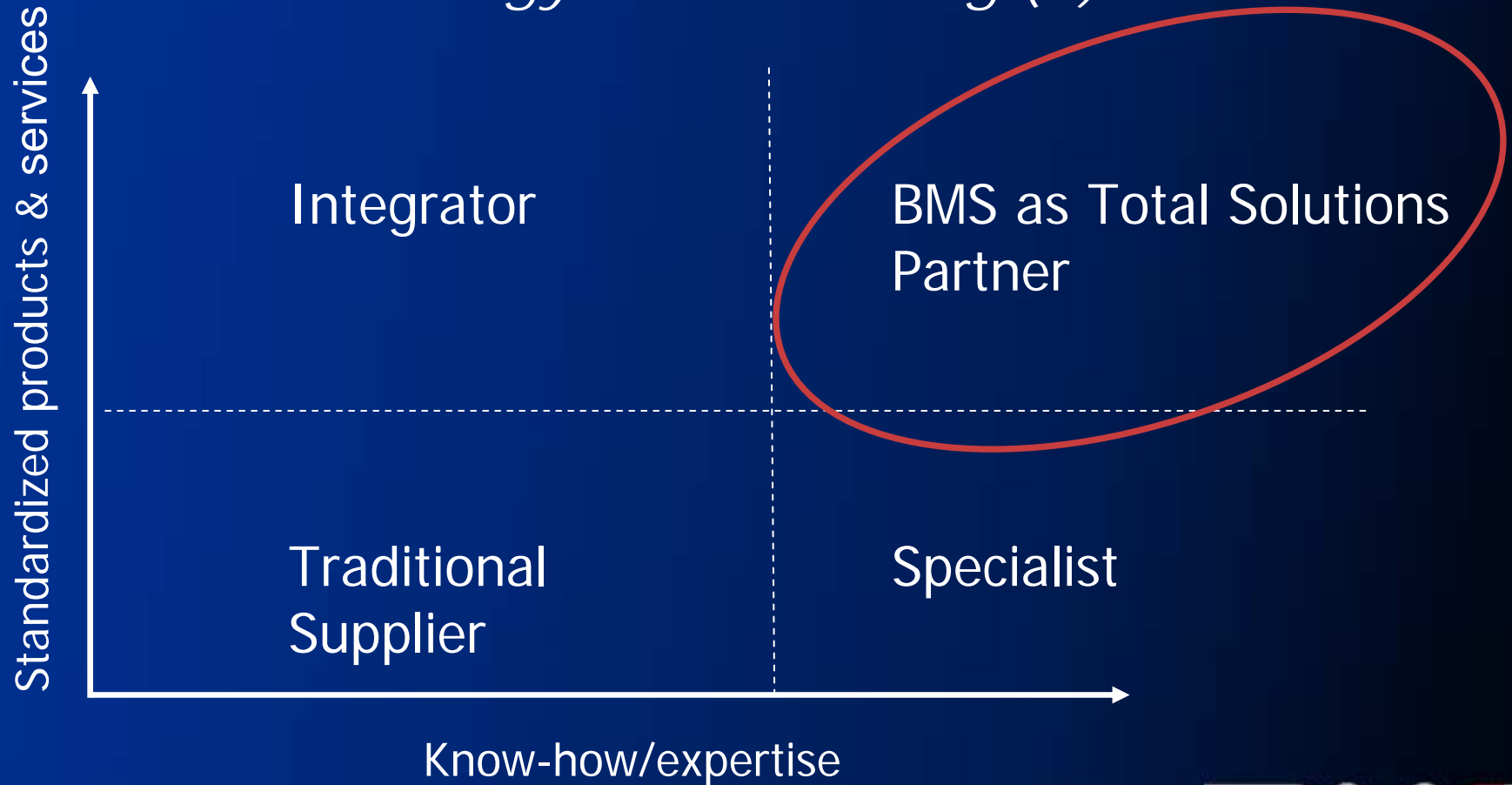


## *Mission Statement*

“**BMS Europe** is an international operating, reliable supplier producing and selling quality accessories for Sound & Vision, Computer, Telecom, Home Electric applications in the B2B industrial and B2C retail markets.”



## *Strategy & Positioning (2)*





## *BMS Europe (Sittard-NL)*

### **BMS EUROPE**

MAIN - OFFICE

- ▶ **PRODUCTDEVELOPMENT**
- ▶ **QUALITY CONTROL**
- ▶ **BUSINESS DEVELOPMENT**
- ▶ **PURCHASING & SALES**
- ▶ **AFTERSALES SUPPORT**
- ▶ **LOGISTICS & EUROPEAN WAREHOUSING**



## *BMS Europe (Sittard-NL)*

**KBX**

DONGGUAN - PRC

- ▶ **PRODUCTION**
- ▶ **QUALITY ASSURANCE**
- ▶ **FACTORY ENGINEERING**
- ▶ **LOCAL PURCHASING & SOURCING**
- ▶ **CUSTOM CLEARANCE**
- ▶ **LOGISTICS & WAREHOUSING**



## *BMS' Development-Chart (1)*

- ▶ Designing and developing products according International standards: IEC, EN, IEEE, JIS, DIN etc and safety standards (VDE, Kema, BSI, UL/CSA etc.)
- ▶ Applying > 125 UL AWM styles under BMS' AVL2. BMS produces under UL FUS ZPFW2.
- ▶ Experts in cable and connector designs for custom-made interconnect solutions.



## *Our BMS Q-Chart (1)*

- ▶ ISO 9001:2000 certified by SGS since Aug 2005
- ▶ ISO 14001:2004 certified by SGS since Sept. 2006
- ▶ Applying IPC-A-620 industrial norm for cable and wire harness assembly.



## *Our BMS Q-Chart (2)*

- ▶ Respecting the most severe environmental constraints (e.g. RoHS, REACH, California Prop.65)
- ▶ Checking incoming raw materials by in-house XRF



## *Our BMS/KBX production Chart (1)*

- ▶ Cable cutting, stripping, crimping (also full automatic machines) using SPC.
- ▶ 16 molding machines for inner- / outermolding
- ▶ Ultrasonic welding for fixing covers etc.
- ▶ 20 cable testers for inline Hi-pot, miswiring, open/shorts, contact resistance testing



## *BMS's Operations Worldwide*

### **EUROPE**

- ▶ Benelux
- ▶ France
- ▶ UK
- ▶ Germany
- ▶ Austria
- ▶ Hungary
- ▶ Spain
- ▶ Nordics

### **WORLD-WIDE**

- ▶ USA
- ▶ Mexico
- ▶ Brazil
- ▶ Japan
- ▶ Singapore
- ▶ Malaysia
- ▶ China
- ▶ Taiwan
- ▶ South Korea

BMS international ambitions took off already in 1975.  
This has led to operations in several countries:



# *Industrial Market Segmentation*

**MARKET**  
SEGMENTATION

*Consumer Electronics*

- ▶ AUDIO/VIDEO
- ▶ COMPUTER & TELECOM
- ▶ POWER/MAIN

*MAINSTREAM*

- ▶ AUDIO/VIDEO

*HIGH END*



## *Industrial Market Segmentation*

### PORTFOLIO

BMS EUROPE

- ▶ AUDIO/VIDEO CABLES
- ▶ COMPUTER CABLES
- ▶ TELECOM CABLES
- ▶ POWER/MAIN CORDS
- ▶ INTERNAL WIRE HARNESSSES

## BMS Portfolio (1)

### ▶ **Audio/Video Cables**

Scart, Audio 2RCA,  
A/V 3RCA,  
AntennaPAL/NTSC  
*Nickel or Gold plated*



## *BMS Portfolio (1)*

### ▶ **Computer Cables**

LAN Ethernet, Firewire, USB 2.0, VGA, DVI...



### ▶ **Telecom Cables**

Telephone cords, splitters  
adapters for France,  
Germany, Italy, Belgium,  
Netherlands, United Kingdom

## *BMS Portfolio (1)*

### ▶ **Power/Mains Cords**

Euro, US, UK

Class 1 – 2 / 2,5 - 16A Different safety approvals

VDE Kema, UL/CSA, BSI / ASTA



## *BMS Portfolio (1)*

### ▶ **Internal Wire Harnesses**



IDE/ATA HDD, Power HDD,  
SATA, Coax tuner cable,  
FFC till 0,5mm pitch

## *Value Added Services*



- ▶ **Packing / bundling Accessories**  
(in pe-bags, carton boxes, blisterpack)



## *BMS' Development-Chart (1)*

- ▶ HDMI cables up to v1.3 CAT2 for digital audio/video/data transmissions for Full HD 1080p from Q3 2007 onwards
- ▶ HDMI v1.3 cables with small outline HDMI C-connector (w=10mm, T=2,5mm)
- ▶ HDMI adaptor A to C type



*BMS Portfolio (3b): HDMI certified*



## BMS Portfolio (4)



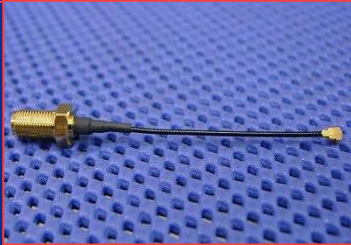
▶ Serial ATA (SATA 3Gb/s) cable for high speed HDD and yet improving air-flow and EMC performance.

▶ IEEE 1394-B or Firewire 800 improving transmission speed up to 800 Mbps.

▶ **New** : VESA DisplayPort (DP) cables to replace DVI and VGA cables from Q3 2008 onwards



## *BMS Portfolio (5)*



- ▶ Thin cables (OD 1,3mm) Halogen-free for earphones.

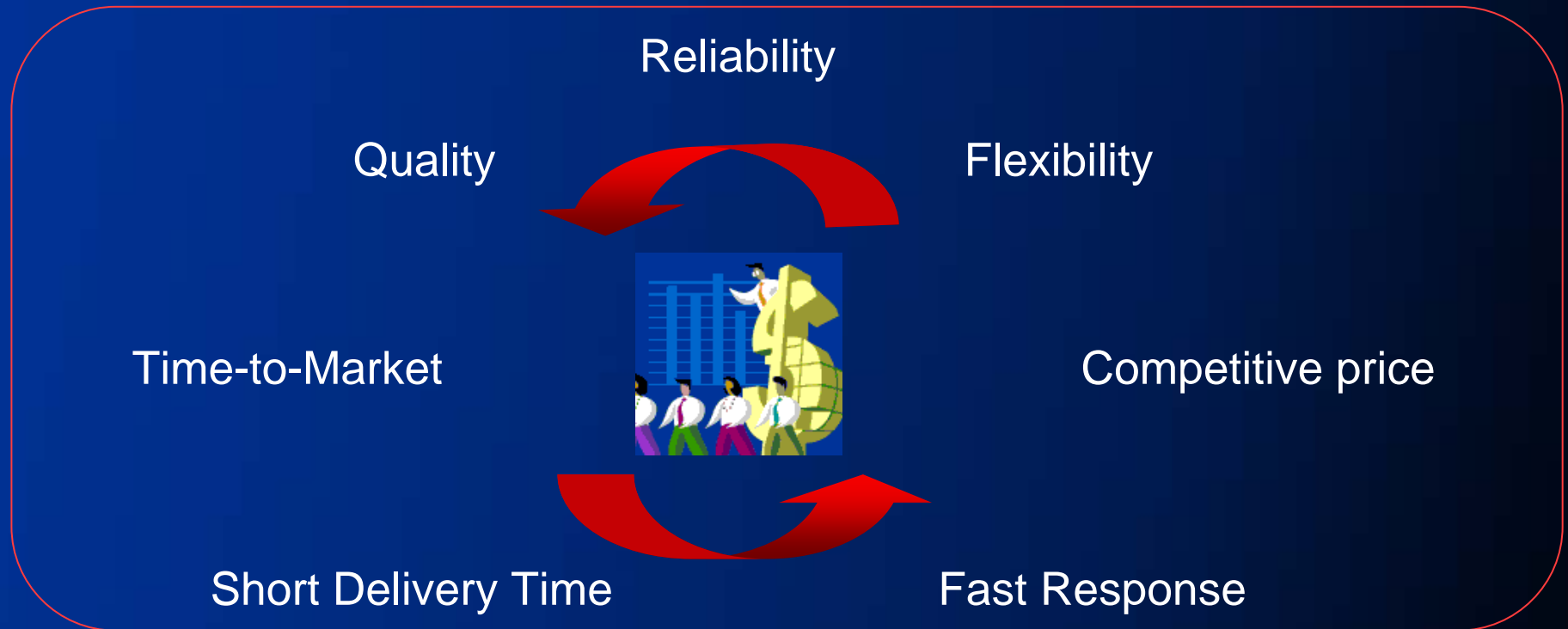
- ▶ Specific custom build USB2.0, P1394 internal cable assemblies.

- ▶ Thin telecom coaxial cables (OD < 1,5mm) till 5 GHz with MHF, SMA, MCX etc. connectors





*Our customers expectations:*





*BMS can offer this... and more!*

### **Industrial Market**

- ▶ Since > 34 years, BMS knows this business.
- ▶ One- Stop- Buying point (broad portfolio)
- ▶ Absolute agreed Quality
- ▶ Asian+European Warehousing, smooth logitics, VMCI
- ▶ Technical support during design-in phase
- ▶ Long-term partnership

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**BMS**<sup>®</sup>  
THE RIGHT CONNECTION