gravity GLOBAL

B2B Marketing Awards 2012

B2B Marketing AWARDS 2012 FINALIST

Category Number: 18

Category Name: Best B2B Brand Initiative

Programme / Initiative Name (Cats 1-21): Thales Brand

Agency: Gravity Global

Brand or Client: Thales

URL or Microsite: Please view the following links for online material

http://www.gravitydigital.net/preview_area/thales_corporate_video/

Banner Advertising:

http://www.gravitydigital.net/preview_area/B2Bawards/Thales/ad1.html

http://www.gravitydigital.net/preview_area/B2Bawards/Thales/ad2.html

http://www.gravitydigital.net/preview_area/B2Bawards/Thales/ad3.html

Testimonial

http://www.gravitydigital.net/preview_area/thales_best_brand/



Summary

(200 Words Maximum)

THALES

Our task was to brand a business that operated a decentralised business model operating across 56 countries, 5 different business areas with over 5,000 different product solutions.

Historically the business had empowered 200 communications personnel to develop individual messaging to suit the sector.

Our research identified that internally the 67,000 employees only talked about innovation, technologies and products on a sector-by-sector basis, often referring back to legacy brands acquired by the business rather than adopting the 'new' brand.

Externally the business had varying levels of awareness differing by sector and geography. Our research showed that there was an inconsistent view of the business and an unclear picture of what was differentiating about the business.

Both internally and externally the brand picture was at best not consistent and at its worse confused and often incorrect.

Our objective was to uncover a compelling differentiated proposition.

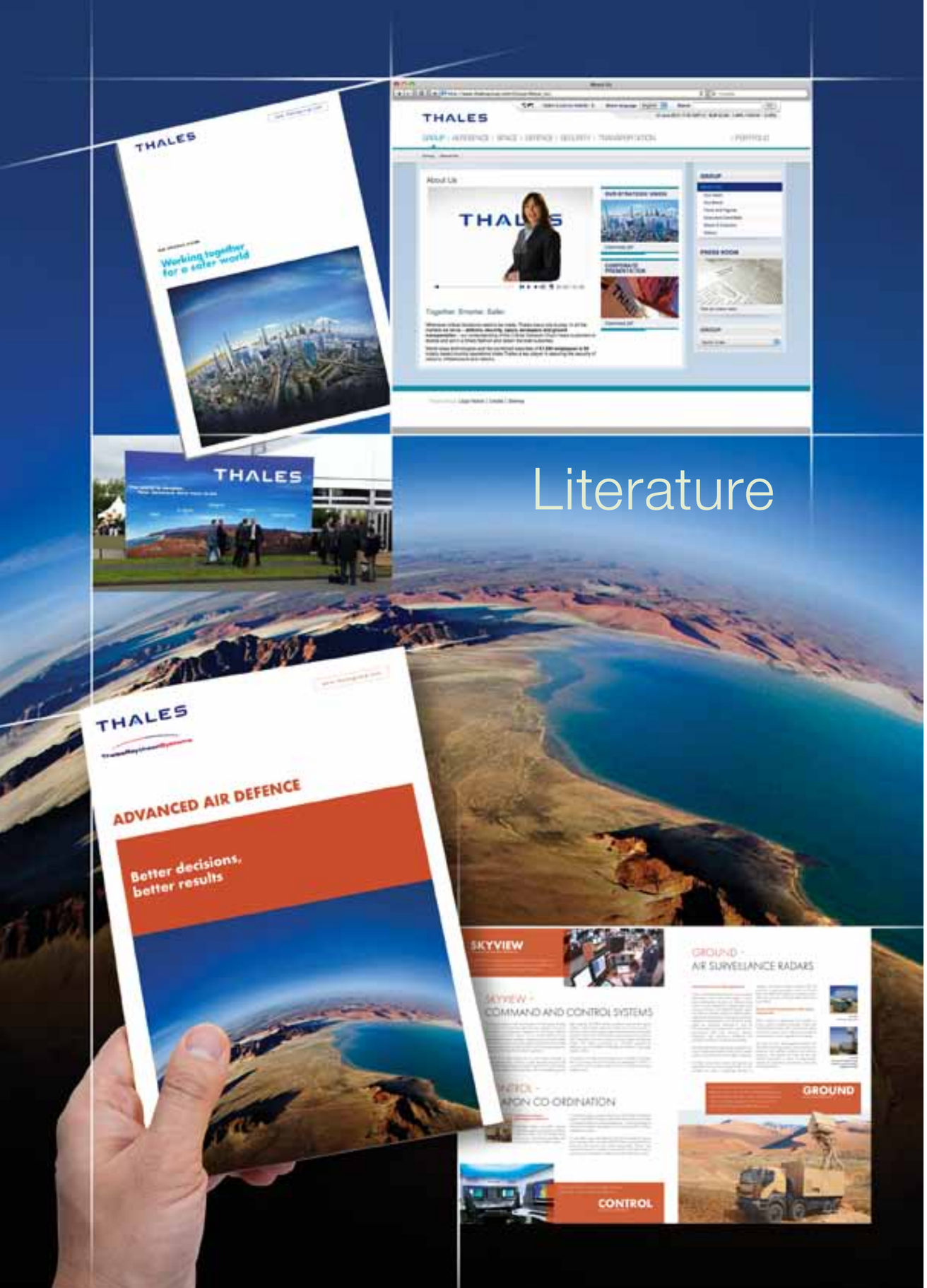
Validate the idea across established and emerging markets.

Develop a brand property and communicate it across all markets, countries and stakeholder groups.

Convert the 200 communications personnel to become brand ambassadors and to speak with one voice.

And lastly to ensure that the external audience understood the value proposition and what was special about the business.

(Summary Wordcount = 199)



Critical Decision Chain™

THALES

Main Submission

(1000 Words Maximum)

About the client company

Thales is a global aerospace, defence, security and transportation business. Based in Paris this 67,000 employee outfit is a commercial powerhouse turning over €13bn operating in 56 countries, making impressive inroads to emerging markets like China, India, Russia, Mexico and Brazil.

Strategy – Broader business issues the company is facing

5 strands made this brand initiative a success:

1. The creation of a big idea that clearly communicated what binds Thales together in all the markets and sectors it operates.

2. The identification of a unique and special ingredient that exists in everything Thales offers.

3. The development and implementation of a brand communications programme that worked at a global level, a local level, at a specific capability level and at a product level, across all geographies and markets.

4. A strategy built on market insight that was able to play back and amplify the specific market requirements and nuances.

5. An internal programme that galvanised and activated 200 brand ambassadors to cascade the message.

Our big idea

We uncovered after a series of internal workshops and interviews that Thales was simply better at helping users take critical decisions in pressured environments and as a result could promise better outcomes. We branded this the ‘Critical Decision Chain’ and developed a schematic to show that at every stage of the value chain Thales had more capability and knowhow. However, as we all know schematics are not very interesting.

This idea has given Thales a property they can own and one that is relevant in all the markets they serve.

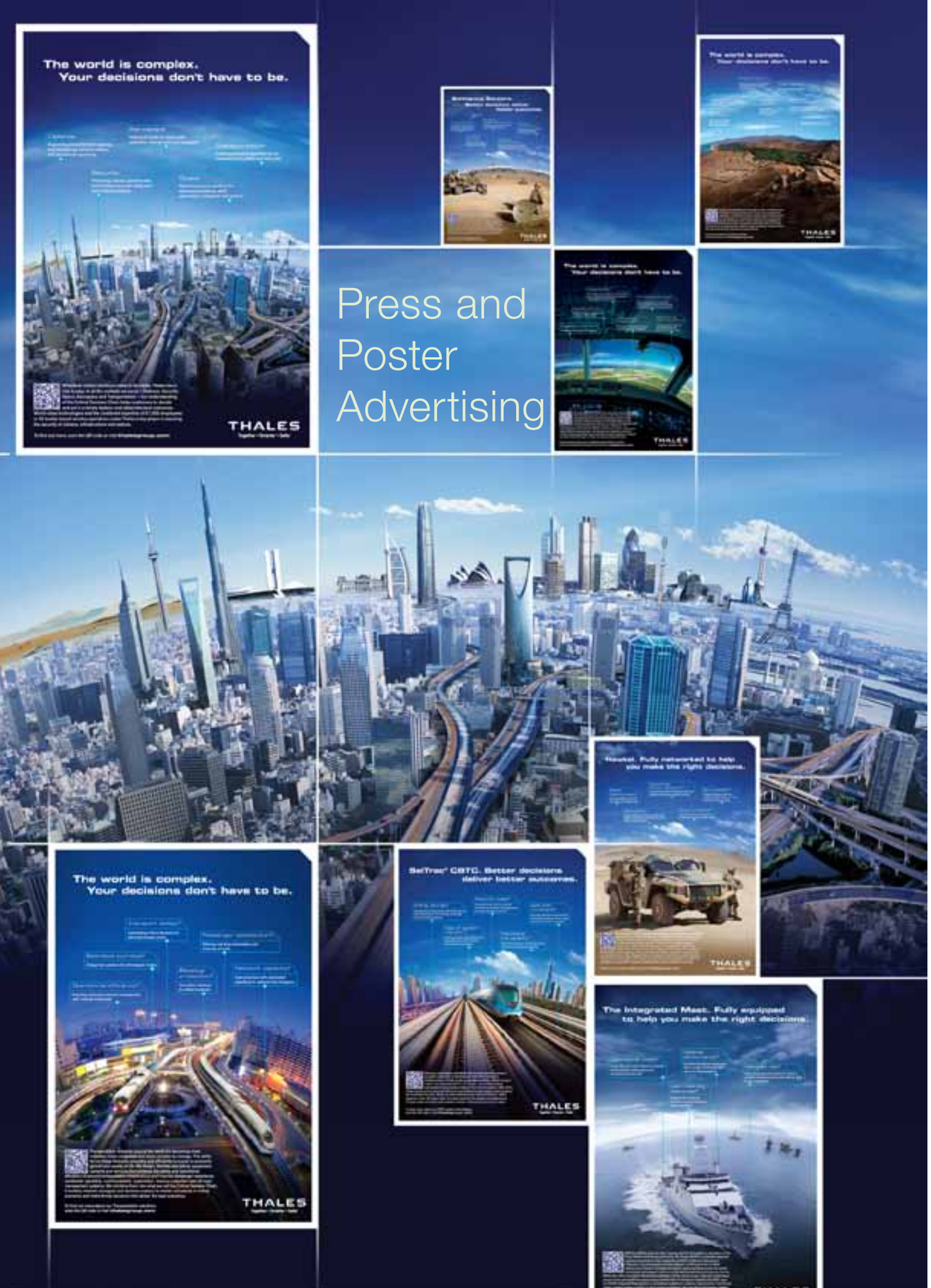


By adopting the international business school language of value chains to represent how critical decisions get made under pressure we had an idea ready made for successful adoption around the world.

By trade marking the idea and representing it as ‘embedded’, a bit like Intel inside, its potency was understood equally in the west, the east and the emerging markets.

Our visual language, our imagery was always carefully chosen to represent the need rather than the specific location, and where necessary we created our ‘global futurescapes’ that looked like cities from the near future but were actually populated with iconic buildings from around the world.

Our validation process took the agency far and wide, conducting workshops around the world to pressure test the idea. Workshops were conducted in UK, Germany, France, Singapore, Australia, India and Brazil to ensure we covered established markets, emerging markets and different cultures.



Strategy – Broader business issues the company is facing (Cont.)

Although the challenges faced were individual to the specific market the Critical Decision Chain and that fact that it enabled decision makers in critical environments to make better decisions was fully understood and valued.

So our task was to identify and highlight the various market challenges and show how better decision making leads to better outcomes in critical environments.

Then we had to develop all the communication tools, programmes and activities to equip and align 200 communications personnel at Thales (each with their own autonomy), ensure all activity in 56 countries was aligned and on strategy and that the brand story was being told with one voice.

Objectives of the Campaign

Align the business behind a single-minded proposition.

Engage 67,000 employees with the brand story.

Position Thales in all it's diverse markets as the world leader of solutions that enable the user of the systems to make better decisions, take better actions and achieve better outcomes in critical environments.

Target Audience

External:

Senior decision makers in aerospace, defence, security and transportation companies

Government officials.

Supply Chain

Internal:

67,000 employees.

Media or Channels Used

Trade Press print and on-line advertising

Airport posters

Live events and exhibitions

Collateral, films, web pages and landing pages, brochures, company magazine

EDMs

Press events

Timescales of the Campaign

October 4 2011 (Ongoing).

THALES

Film



Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Corporate Ad



Client Testimonial

"Thales is a very complex organisation addressing a wide array of vertical markets that seen from the outside don't necessarily seem to be connected and therefore it was an immense challenge to find a common story that binds together the various activities of Thales into one consistent story. And one which generates more business.

Thales has been seen as very much a single name company but not a single brand. So bringing all this together into a single integrated campaign deployed worldwide across all of our channels was an opportunity.

The campaign was unveiled to various stakeholders – employees, customers and shareholders – and I can say we are extremely satisfied with the results.

Gravity managed to deliver this admirably."

Markus Leutert,

International Communications Director, Thales

(Main Submission Wordcount = 896)

THALES

Aerospace Ad

The world is complex. Your decisions don't have to be.

Flugsicherheit?
Wir ermöglichen es Betreibern, sich dank einer verbesserten Kontrollautomatisierung auf ihre Hauptaufgaben zu konzentrieren

Umweltauswirkungen?
Energiemanagement im Flugverkehr, Verfahrensoptimierung, Reduzierung des Treibstoffverbrauchs und von Emissionen

Operative Effizienz?
Reduzierter Wartungsaufwand und verbesserter Verkehrsfluss

Erfolgreicher Flugverkehr?
Planung und Verwaltung von Flügen, um den Flugverkehr zu optimieren

Maximierung des Flugverkehrs?
Verdoppelung der Flugdichte durch verbesserte Luft-/Boden-/Raumverbindungen

Fluggastzufriedenheit?
Verbessertes Reiseerlebnis für Fluggäste

Die zivile Luftfahrt wird durch eine wachsende Luftverkehrsdichte, überlastete Verkehrswege und eine an ihre Grenzen stoßende Luftverkehrskontrolle zunehmend komplexer. Wir bei Thales entwickeln Anlagen, Systeme und Dienstleistungen, um die Sicherheit und operative Effizienz von Cockpit- und Kabinenlösungen, Radarsystemen, Flugbetriebsmanagement, Navaid-, Simulations- und Schulungssystemen zu verbessern. All dies vereinen wir in unserer sogenannten „Kette kritischer Entscheidungen", die Bordpersonal, Fluglotsen und andere wichtige Entscheidungsträger dabei unterstützt, komplexe Aufgaben zu meistern und zeitnah Entscheidungen zu treffen, die optimale Ergebnisse liefern.

Falls Sie Näheres über unsere Luftfahrtlösungen erfahren möchten, scannen Sie bitte den QR-Code oder besuchen Sie **thalesgroup.com**

THALES
Together • Smarter • Safer

Defence Ad

The world is complex. Your decisions don't have to be.

Precision strike?
Delivering precision effects within the battlespace while avoiding collateral damage

Cyber defence?
Active defence of cyberspace

Situational awareness?
Increased operational tempo through shared intelligence across own, coalition and friendly forces

Threat detection?
Early detection, prioritisation and faster reaction to threats

Networked communications?
Enabling the rapid escalation of decision making in the heat of the battle

Mission optimisation?
Reducing crew workload during complex tasks to shorten reaction time

Power projection?
Providing logistical solutions for the deployment and direction of forces

Decisions about defence are increasingly complex. At Thales we serve all branches of the armed forces for air, land, naval, space and joint operations – as well as the new threat environments of urban security and cyberspace. Our interoperable, scalable solutions and services provide operational mission support where time and reliability are critical. By embedding all our systems, equipment and solutions within our Critical Decision Chain, we enable decision-makers to master complexity in critical scenarios and make timely decisions that obtain the best outcomes.

To find out more about our Defence solutions, scan the QR code or visit **thalesgroup.com**

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Transport Ad

The world is complex. Your decisions don't have to be.

Transport safety?
Automating critical decisions to eliminate human errors

Passenger satisfaction?
Offering real time information and ensuring security

Seamless journeys?
Unique fare systems for all transport modes

Revenue protection?
Innovative solutions to collect revenues

Network capacity?
Improving flow with automated signalling for optimal train frequency

Operational efficiency?
Ensuring optimised network management with minimal investment



Transportation networks around the world are becoming more crowded, more congested and more complex to manage. The ability to run these networks smoothly and efficiently is crucial to economic growth and quality of life. We design, develop and deliver equipment, systems and services that enhance the safety and operational efficiency of ground transportation infrastructure and improve passenger experience worldwide: signalling, communication, supervision, revenue collection and toll road management systems. We combine them into what we call the Critical Decision Chain. It enables network managers and decision-makers to master complexity in critical scenarios and make timely decisions that deliver the best outcomes.

To find out more about our Transportation solutions, scan the QR code or visit **thalesgroup.com**

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Air Defence Ad

Advanced Air Defence. Better decisions, better results.

Situational awareness?
Enabling 100% engagement safety through a fully integrated identification chain

Air threat and missile detection?
Providing superior decision-support information for all mission types

Theatre and force protection?
Maximising high fire-power, mobility and protection against air attacks

Mission planning and execution?
Promoting an integrated approach to every stage of the critical decision chain

Cyber security?
Delivering cyber-resilient solutions for wide ranging Air Defence missions

Thales has developed a range of Advanced Air Defence solutions that leverages all of the technologies, innovations, solutions, services and capabilities that have made us world-leaders in the sector. More importantly, it is a step-change that has been shaped by our response to, and anticipation of, the challenges our customers face in today's environment. Our capabilities include SHIELD Air and Missile Defence Solutions, SKYVIEW Command and Control Systems, CONTROL Weapon Co-ordination, GROUND Air Surveillance Radars, RAPID Mobile Integrated Weapon Systems and STAR Missiles. Together with ThalesRaytheonSystems, Thales helps key decision makers master complexity and make timely decisions for better outcomes.

To find out more about our Advanced Air Defence, scan the QR code or visit **thalesgroup.com**

ThalesRaytheonSystems

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Air Traffic Management Ad

ATM. Better decisions deliver better outcomes.

Long-term support?
Offering a complete range of extended services

Safer skies?
Increasing air traffic efficiency makes new solutions essential

Optimising controller workloads?
Providing integrated technology enables controllers to focus on their primary roles

Cyber security?
Ensuring data integrity protection against cyber threats is vital

Greener ATM?
Optimising flight profiles with reduced holding patterns, cuts carbon emission and fuel consumption



Growing aircraft numbers make Air Traffic Management more complex. Thales TopSky-ATM Solutions help to make the skies safer, greener and more efficient. Our industry-leading initiatives, components, systems and services are integral to the SESAR programme in Europe and NextGen in the US. Thales is trusted by key ATM decision makers across 180 nations and an impressive 2 out of every 3 planes around the world land and take-off with the help of Thales.

To learn more about our TopSky-ATM Solutions, scan the QR code or visit **thalesgroup.com**

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Product Ad

SoldierView. Fully equipped to make the right decisions.

Clear Standard Messaging?
Templates to generate Calls for Fire, MedEvac requests and contact reports

Standard Symbology?
ACP 2525B compliant set with unique soldier extensions

Position Awareness?
Wearer can track their own position and their team's movements

Digital Data?
Wireless GIS system map with pan and zoom

Navigation Planning?
Create and share multiple routes based on way points

Heightened situation awareness and robust, secure communication leads to increased dismounted infantry effectiveness. Thales' SoldierView solution, incorporating Battle Management software running on a compact computerized display, and a secure soldier radio providing simultaneous voice and data, enables field commanders and soldiers to share real-time information in a secure environment to facilitate mission success. We enable decision-makers to reach decisions that deliver better outcomes. As a prime supplier and premier systems integrator, Thales Canada provides local expertise and best-in-class solutions to address the operational needs of Canada's Army.

To find out more, scan the QR code or visit **thalesgroup.com/canada**

THALES
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Naval Ad

Maritime solutions.

Better decisions deliver better outcomes.

Humanitarian missions?
Co-ordinating disaster relief, humanitarian aid, evacuation operations and search and rescue

Power projection?
Supporting amphibious and special operations, gun fire support, tactical ballistic missile defence and land attack

Policing challenges?
Countering drug trafficking, anti-terrorist operations, illegal immigration patrols and environmental protection

Sea control?
Maintaining naval presence, territorial integrity, intelligence, surveillance and reconnaissance, embargoes and the protection of sea lines

Trusted and deployed by over 50 Navies, Thales solutions cover anti-air warfare, surface warfare, underwater warfare and maritime safety and security. Our state-of-the-art radars and sonars comprise the world's largest sensor portfolio. With cutting-edge technology that extends to fire control and leading C4ISR solutions, prime contracting, lead system integration and warship modernization programmes. Backed by a global support and services network for the broadest range of ship classes and optimized through-life operational costs. Thales Maritime solutions are best in class and enable decision makers to reach decisions that deliver better outcomes.

To find out more, scan the QR code or visit **thalesgroup.com/naval**

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Product Ad

Hawkei. Fully networked to help you make the right decisions.

Rapid Deployment?
Air transportable by CH-47 Chinook from support ships

Networked Mission Systems?
Advanced electronic architecture with open standard and systems agnostic features

Survivability?
Integral blast protection and scalable ballistic armour to meet current and future threats

Versatility?
Vehicle design is modular, scalable and flexible. Command, reconnaissance and utility variants available

Crew comfort?
Spacious 5-crew compartment, air conditioned to reduce battle fatigue

Developed to meet the specific operational requirements of the Australian Defence Force, Thales Hawkei is an innovative, high performance military vehicle. Hawkei meets the key global challenge of 'protected mobility' for defence forces: light enough (7 tonnes) to be rapidly deployed underslung a CH-47 Chinook helicopter and designed to deliver high levels of exportable power to support advanced integral vehicle electronic architecture. Comfortably accommodating 5 crew, with blast and ballistic protection integrated into the design from the outset, Hawkei features protection partner Plasan's B-kit scalable armour which can be fitted in the field in less than 30 minutes. Designed to enable the warfighter to make better decisions, Hawkei delivers better battlefield outcomes.

To find out more, scan the QR code or visit **thalesgroup.com**

THALES
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Product Ad

The Integrated Mast. Fully equipped to help you make the right decisions.

Operational costs?
Lower lifecycle costs thanks to reduced and simplified maintenance and predefined growth path

Optimal performance?
Excellent situational awareness due to unique all-around 360° vision for all subsystems

Lean manning objectives?
Supports the reduced manning concept thanks to easier operation

Reduced risk?
Built, integrated and tested by Thales in parallel with ship construction allows plug & play installation



With five IM400 systems under contract and the first system in operation on the Royal Netherlands Navy's patrol ship, the Thales IM400 is a radically advanced engineering solution to the customary problem of efficient ship/sensor integration. By resolving the electromagnetic conflicts and line-of-sight obstructions inherent in traditional topside antenna arrangements it provides remarkable advantages in terms of improved operational performance. But the IM400 also offers increased operational availability, shorter delivery time, reduced maintenance requirements and significant space savings below deck. Providing an unobstructed 360° view, the IM400 Integrated Mast solution is completely scalable to customer requirements. Confirming Thales' market-leading position in naval sensors worldwide, this innovative technology enables decision makers to reach decisions that deliver better outcomes.

To find out more, scan the QR code or visit **thalesgroup.com/integratedmast**

THALES
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Product Ad

SelTrac® CBTC. Better decisions deliver better outcomes.

Energy savings?
Anticipating energy peaks and synchronising trains saves up to 18% energy on average for green transit systems

Reducing costs?
Automatic train control, efficient maintenance facilities and diagnostics to reduce operation and LCC

Safe train movement?
Ensuring safe train movement by monitoring maximum train speed and minimum train separation

Ease of system migration?
Vast experience at migrating from conventional to CBTC systems with minimum disruption

Maximising line capacity?
Reducing headway, minimising travel times and increasing availability



Booming urbanisation worldwide has brought growing pressure on public authorities to develop and extend their transport infrastructures. To help create sustainable mobility, critical decision makers are selecting SelTrac® by Thales – the world's leading automated Communications-Based Train Control solution. With CBTC, Thales has been improving rail efficiency and rail flow via automated control systems for more than 26 years. So far, we have deployed more than 53 SelTrac® CBTC systems in over 30 major cities. Our track record in the design and deployment of large-scale, driverless and complex mission-critical projects is best in class.

To learn more about our CBTC system technologies, scan the QR code or visit **thalesgroup.com**

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Product Ad

Battlegroup Solutions.
Better decisions deliver better outcomes.

Force protection?
Developing new armoured vehicles, base security, counter-IED, jamming and field communication systems

Maintaining battlefield dominance?
Innovative and modular vehicle and soldier systems that adapt to any mission

Integrated communications?
Enabling network-centric operations for combined forces through advanced radio and C4I solutions

Situational awareness?
Supporting critical decision making in the heat of battle with surveillance and C4I solutions

Minimising collateral damage?
Ensuring long-range positive identification 24/7 through surveillance systems and target designators coupled with precision strike effectors

Decisions about defence are increasingly complex and the need for Land Forces to build, update and disseminate a common operational picture has never been greater. Thales is unique among Defence suppliers in its ability to deliver systems and communication technologies that permanently link land-based units of action with those of air and sea. Our combat proven solutions range from large cooperative systems to soldier/vehicle systems and key equipment and services. Delivering operational superiority through providing information dominance, we enable decision-makers to master complexity in critical scenarios and make timely decisions that obtain the best outcomes.

To learn more about our Battlegroup solutions,
scan the QR code or visit **thalesgroup.com**

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Product Ad

ETCS. Better decisions deliver better outcomes.

Interoperability?
Non-stop rail operations at national frontiers

Capacity enhancements?
Up to 40% without any further investment on infrastructure

Systems integration?
Seamless signalling and communication solutions designed and delivered

Energy savings?
Reduces power consumption by more than 10%

Lifecycle cost?
Optimised trackside efficiency, running costs and maintenance

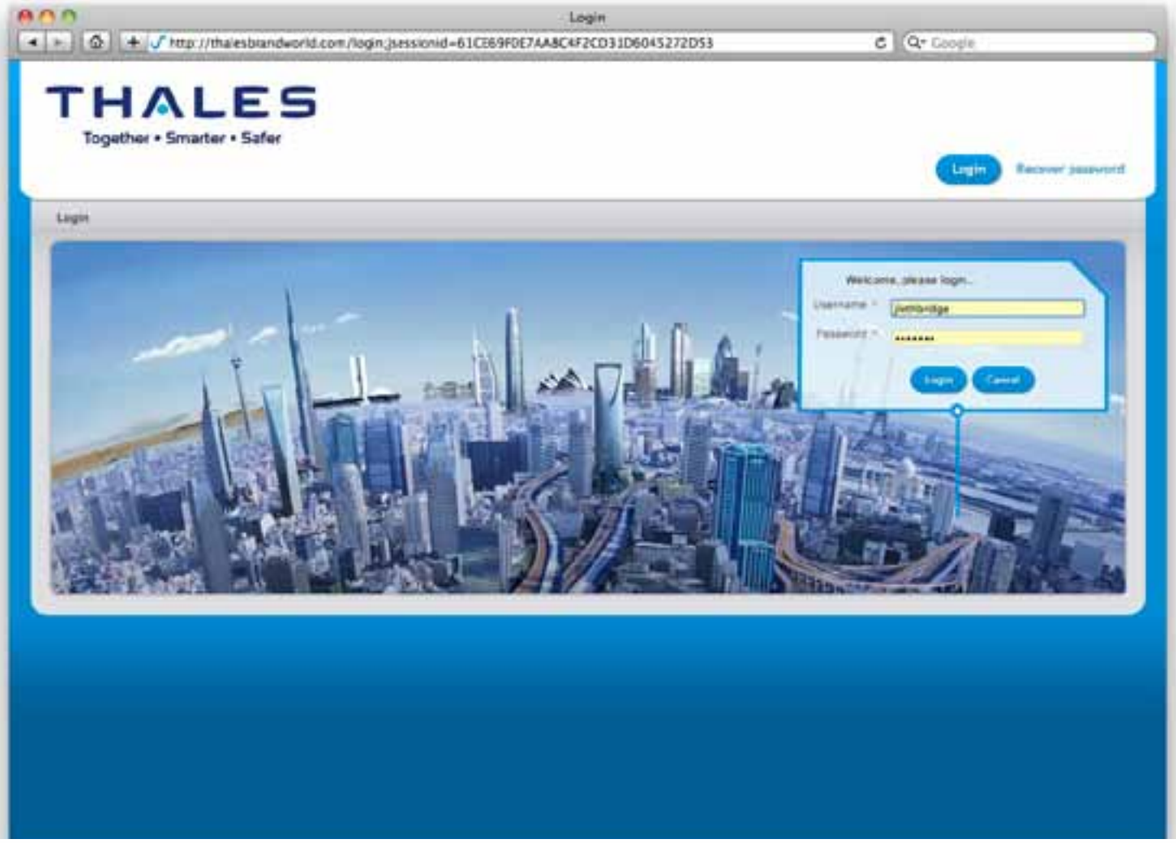
Increasing rail use makes choosing the right technology vitally important. Thales is the world-leading supplier of ETCS technology and have been making rail networks safer, more efficient and greener for over 70 years. We pioneered ETCS deployment and lead ETCS technology with innovative and customer focused functionalities to deliver unrivalled signalling and control solutions. Leading Thales to be recognised by decision makers as having the best track record in the world.

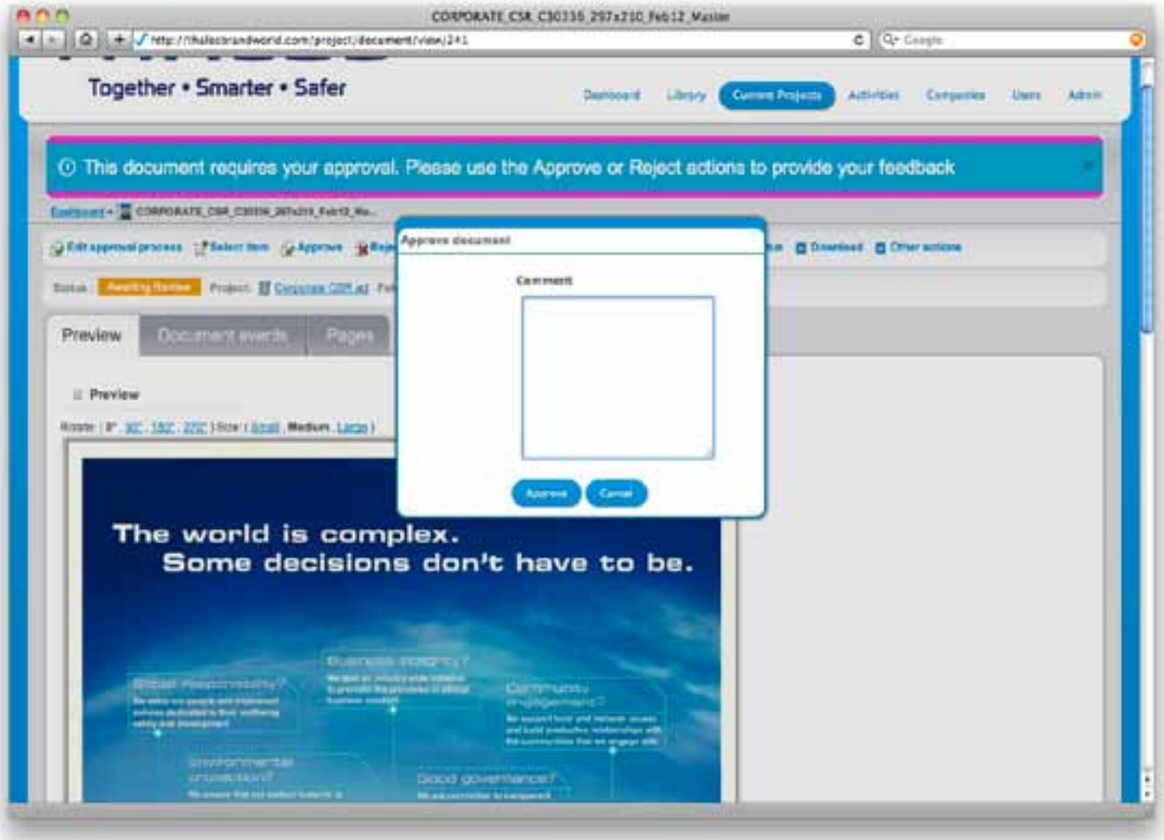
To learn more about our ETCS solutions,
scan the QR code or visit **thalesgroup.com**

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Other Initiatives


Login
http://thalesbrandworld.com/login;jsessionid=61CE89F0E7AA8C4F2CD31D6045272D53
THALES
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Login
Recover password
Login
Welcome, please login...
Login
Cancel


CORPORATE_CSR_C30335_297x210_Feb12_Master
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Dashboard
Library
Current Projects
Activities
Companies
Users
Admin
This document requires your approval. Please use the Approve or Reject actions to provide your feedback
Approve document
Comment
Approve
Cancel
Preview
Document events
Pages
The world is complex.
Some decisions don't have to be.


Send
Attach
Insert
Priority
Signature
To Do
Categories
Projects
Links
To:
Cc:
Subject:
Attachments: none
Font
11
THALES
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THE WORLD IS COMPLEX.
YOUR DECISIONS DON'T HAVE TO BE.
OUR VISION
ABOUT US
Critical decision chain™
Whenever critical decisions need to be made, Thales has a role to play. In all the markets we serve – Defence, Security, Space, Aerospace and Transportation – our understanding of the Critical Decision ChainTM helps customers to decide and act in a timely fashion and obtain the best outcomes. World-class technologies and the combined expertise of 68,000 employees in 56 locally-based country operations make Thales a key player in assuring the security of citizens, infrastructure and nations.
Defence
Helping armed forces gain, and maintain, decision-making and operational superiority
READ MORE
Transportation
Enabling transport operators to run networks more smoothly and efficiently
READ MORE
Security
Protecting citizens, sensitive data and infrastructure with integrated and resilient solutions
READ MORE
Space
Optimising space solutions for telecommunications, earth observation, navigation and science
READ MORE
Aerospace
Making air travel safer, smoother, cleaner and more enjoyable
READ MORE
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iPad Advertising



QR Code Advertising



Website: Home Page



Other website page examples









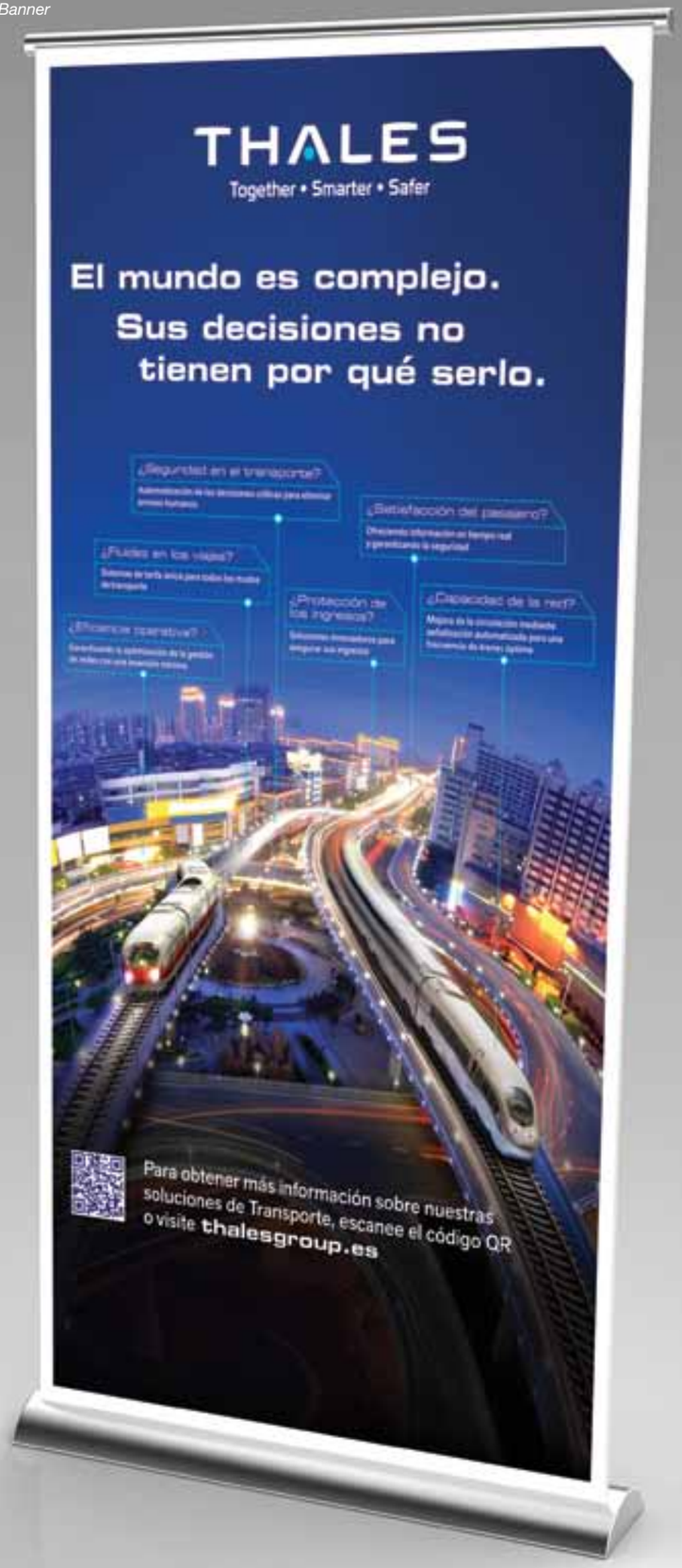




Aerospace Carousel Page



Exhibition Display Banner



Country Specific Creative Work

Die Welt ist komplex.
Ihre Entscheidungen müssen es nicht sein.

Präzisionsangriff?
Präzises Vorgehen im Kampfgebiet bei gleichzeitiger Vermeidung von Kollateralschäden

Cyber-Abwehr?
Aktiver Schutz des Cyberspace

Situationsbewusstsein?
Erhöhte operative Reaktionsgeschwindigkeit durch Informationsaustausch zwischen eigenen, verbündeten und alliierten Streitkräften

Erkennung von Gefahren?
Frühzeitige Erkennung und Priorisierung von Gefahren und schnellere Reaktion

Vernetzte Kommunikation?
Schnelle Entscheidungsfindung in kritischen Situationen

Erfolgsoptimierung?
Reduzierung der Arbeitslast des Personals bei komplexen Aufgaben, um Reaktionszeiten zu verkürzen

Machtprojektion?
Logistische Lösungen für den Einsatz und die Leitung von Streitkräften



Verteidigungsentscheidungen werden immer komplexer. Wir bei Thales unterstützen alle Zweige des Militärs bei Luft-, Land-, See-, Raumfahrts- und gemeinsamen Operationen – sowie bei der Bewältigung neuer Bedrohungen der urbanen Sicherheit und des Cyberspace. Unsere vollständig kompatiblen, skalierbaren Lösungen und Dienstleistungen bieten operative Unterstützung in Fällen, in denen Zeit und Zuverlässigkeit kritische Faktoren sind. Durch die Einbettung all unserer Systeme, Anlagen und Lösungen in unsere „Kette kritischer Entscheidungen", ermöglichen wir es Entscheidungsträgern, komplexe kritische Szenarien zu meistern, um zeitnah Entscheidungen zu treffen, die optimale Ergebnisse liefern.

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THALES
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O mundo é complexo.
As suas decisões não têm de ser.

Defesa
Apoiar as forças armadas na obtenção, manutenção, tomada de decisões e superioridade operacional

Indústria aerospacial
Ajudar a tornar a viagem aérea mais fácil, limpa e agradável

Transporte
Permitir que os operadores de transporte tenham redes mais rápidas e eficientes

Segurança
Proteger os cidadãos, os dados sensíveis e a infraestrutura com soluções integradas e flexíveis

Espaço
Otimizar soluções de espaço para telecomunicações, observação da terra, navegação e ciência



Sempre que é necessário tomar decisões críticas, a Thales tem um papel a desempenhar. Em todos os mercados que servimos – Defesa, Segurança, Espaço, Espaço Aéreo e Transportes – a nossa compreensão da Cadeia de Decisão Crítica ajuda os clientes a decidirem e agirem oportunamente e a obterem os melhores resultados. As tecnologias de classe mundial e a especialização combinada de 68 000 funcionários em operações baseadas localmente em 56 países fazem da Thales um interveniente fundamental para a garantia da segurança de cidadãos, infraestruturas e nações.

Para saber mais, procure o código QR ou visite **thalesgroup.com**

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A világ bonyolult.
A döntései ne legyenek.

Közlekedésbiztonság?
A kritikus döntések automatizálásával csökkentjük az emberi hibákat

Utaselégedettség?
Valósidejű információt és biztonságos működést kínálunk

Gondtalan utazás?
Egyedi viteldíj rendszerek minden közlekedési ágazatban

Díjfizetési biztonság?
Innovatív díjszedő rendszerek

Hálózati kapacitás?
Az átbocsátóképességet automatikus biztosítóberendezésekkel javítjuk

Működési hatékonyság?
Minimális beruházással biztosítjuk az optimális hálózat-menedzsmentet



A világ közlekedési hálózatai egyre zsúfoltabbak, egyre több a torlódás és egyre bonyolultabb a rendszerek kezelése. A hálózatok hatékony és zökkenőmentes működtetése a gazdasági növekedés és az életminőség fontos eleme. Az általunk tervezett, fejlesztett és kínált termékek, rendszerek és szolgáltatások a biztosítóberendezések, távközlés, felügyelet, menetjegy- és útdíjkezelés területén, amelyeket a Critical Decision Chain-ben egyesítünk, javítják a felszíni közlekedés biztonságát és működési hatékonyságát, egyre kedvezőbb utazási élményt kínálnak. Ezzel lehetőséget biztosítunk a hálózat kezelői és a döntéshozók részére a helyzet áttekintésére a kritikus esetekben és segítjük a helyes döntések időben történő meghozatalát.

Ha többet szeretne megtudni közlekedési megoldásainkról, olvassa le a QR kódot, vagy látogasson el a **thalesgroup.com** címre

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El mundo es complejo.
Sus decisiones no tienen por qué serlo.

¿Seguridad urbana?
Detección inteligente combinada con respuestas de las agencias de seguridad

¿Protección de infraestructuras?
Desde gestión de alarmas a supervisión multi-emplazamiento

¿Ciudades inteligentes?
Infraestructura de información centrada en el ciudadano

¿Control de fronteras?
Autenticación de ciudadanos, e-fronteras y vigilancia del territorio

¿Seguridad aeroportuaria?
Optimización de las operaciones de seguridad cumpliendo con los estándares OACI

¿Ciber-seguridad?
Protección activa de los sistemas de información contra ataques



El mundo en que vivimos está basado en la movilidad personal, la libre circulación de capitales, bienes y servicios y en el acceso a la información. Pero estas libertades llevan consigo amenazas complejas. Nuestra misión es desarrollar soluciones integradas y robustas que ayuden a los gobiernos, autoridades locales y protección civil a preservar de dichas amenazas a los ciudadanos, datos confidenciales e infraestructuras. Al integrar todos nuestros sistemas, equipos y soluciones en nuestra Cadena de Decisiones Críticas, posibilitamos que los responsables de las tomas de decisiones dominen la complejidad inherente a las situaciones críticas y tomen las decisiones oportunas para obtener los mejores resultados.

Para obtener más información sobre nuestras soluciones de Seguridad, escanee el código QR o visite **thalesgroup.es**

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세상은 복잡해도
여러분의 결정은 그렇지 않아야 합니다

운송 안전
인적인 에러를 배제토록 중대한 결정들을 자동화

승객 만족
실시간 정보 제공 및 안전 확보

단절 없는 여행
모든 교통모드에 대한 단일 요금체계 제공

수익금 보호
수익금 수집을 위한 혁신적인 해법들

네트워크 용량
최적의 열차 빈도를 위한 자동화 신호로 교통흐름 개선

운영 효율
최소 투자로 최적화된 교통망 관리체계 확보



세계의 교통망은 점점 붐비고, 체증이 생기고, 관리가 복잡해 집니다. 이러한 교통망을 원활하고 효율적으로 경영하는 역량은 경제의 성장과 삶의 질을 위해 필수적입니다. 저희는 지상교통 시스템 인프라의 안전 및 운영효율을 강화시키며 세계각처에서 승객체험**(Passenger experience)**을 개선시키는 도시철도용 **SelTrac CBTC,** 본선철도용 **ETCS/ERTMS** 시스템과 각종 연동장치, **Axle Counter** 및 전철기 등 현장신호장치를 설계하고 개발하고 시스템과 관련 서비스를 공급합니다. 저희는 이들을 중대 결정 체인 **(Critical Decision Chain)** 이라 불리우는 것으로 묶어 줍니다. 이렇게 하여 네트워크 매니저 및 결정권자가 중대한 운영 시나리오의 복잡성을 단순화하고 적기 결정을 가능케 하여 최선의 성과를 도출하도록 합니다.

저희 교통 솔루션에 대하여 보다 많은 정보를 원하시면 **QR** 코드를 스캔 또는
www.thalesgroup.com 을 방문 하시거나 아래로 연락 주세요.
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Solutions maritimes.
De meilleures décisions pour de meilleurs résultats.

Missions humanitaires ?
Coordination des secours en cas de catastrophes, de l'aide humanitaire, des opérations d'évacuation, de la recherche et du sauvetage

Projection de puissance ?
Opérations amphibies et spéciales, support appui terre, défense contre les missiles balistiques tactiques et les attaques terrestres

Nouvelles menaces ?
Lutte contre le trafic de stupéfiants, opérations antiterroristes, contrôle de l'immigration clandestine et protection de l'environnement

Contrôle des mers ?
Maintien de la présence navale, intégrité territoriale, renseignement, surveillance et reconnaissance, embargos et protection des routes maritimes



Plus de 50 Marines font confiance à Thales et déploient ses solutions de lutte antiaérienne, de lutte de surface, sous-marine et de sécurité maritime. Nos radars et sonars ultramodernes constituent le plus vaste portefeuille de capteurs au monde, alliés à des technologies d'avant-garde pour le contrôle de tir, les solutions C4ISR, la maîtrise d'oeuvre, l'intégration des grands systèmes et la modernisation des plates-formes militaires. Soutenues par un réseau de support et de services pour des catégories de navires les plus diverses, les solutions maritimes de Thales permettent aux commandements de prendre les bonnes décisions pour obtenir les meilleurs résultats.

Pour en savoir plus, scannez le flash code QR ou rendez-vous sur le site
thalesgroup.com/naval

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Pixium Portable 3543 EZ 是新一代泰雷兹便携式 WiFi 无便平板探图器、也是市场上最轻量化机种、提供最低异的性能与最高的使用便捷性。泰雷兹自5年前成功推出全球第一台 WiFi 无便探图器以来，不断累诊准经与技术，使本款数字化成像平板探图器能以前所未见的最低验量、新生剂量无与伦比的量像。 它的科作可简化检经过程、大幅提升病患处理流量。此 Pixium Portable 3543 EZ 还具有高速量像采集功能（2秒预览）及最高可达8小时的电池续航力、让 操作人的能作出更佳线员决策、因此可为全球所有放射部门带来更低异的作业 业成效。多年的准经诊累、造就了不同凡响的泰雷兹平板探图器。

欲知详情请扫描QR 条码或连结泰雷兹集团网站 **thalesgroup.com**

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Aéronautique militaire.

De meilleures décisions pour de meilleurs résultats.

Renseignement, surveillance, reconnaissance ?

Collecter, traiter et diffuser des données

Projection de puissance ?

Améliorer le commandement et le contrôle

Connaissance de la situation tactique ?

Accroître le rythme des opérations

De la dissuasion aux attaques de précision ?

Positionner des armes de précision

Appui feu rapproché ?

Diriger et coordonner des tirs ciblés



Les décisions en matière d'aéronautique militaire sont de plus en plus complexes. Thales sert les plus grandes forces aériennes dans le monde et est reconnu pour ses innovations en matière d'aviation militaire. Nos solutions allient interopérabilité et évolutivité pour les avions et les drones dans des missions de combat, de renseignement, de surveillance et de reconnaissance. Elles permettent une meilleure efficacité opérationnelle et sont intégrées à une offre complète comprenant l'assistance et les services. En intégrant tous nos systèmes, équipements et solutions dans notre Chaîne de décision critique, nous permettons aux décideurs d'appréhender la complexité des scénarios critiques et de prendre les bonnes décisions pour obtenir les meilleurs résultats.

Pour en savoir plus sur nos solutions d'Aéronautique militaire, scannez le code QR ou visitez **thalesgroup.com**

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www.thalesgroup.com/singapore

THALES SINGAPORE

The world is complex, Your decisions don't have to be.



Country Specific Literature

ABOUT
THALES SINGAPORE

54 SINGAPORE STATIONS
benefit from Thales Seltrac® CBTC technology

>1,000 COLOUR CCTV CAMERAS
have been installed in 50 Singapore metro stations

>100KM OF SINGAPORE METRO LINES
will benefit from Thales re-signalling solutions



HOW WE SEE YOUR WORLD

Singapore is one of the world's most dynamic and fast-growing economies and a major hub for manufacturing, trading, commerce and banking. Its borders, ports, airports and data links need to remain free and open, whilst being sufficiently secure to maintain a uniquely safe lifestyle.

Since 1973, Thales has played a key role in ensuring the security of Singapore's citizens and complex infrastructure. In the markets that Thales Singapore serves – aerospace, ground transportation, defence and security, reaching the best outcomes is of increasingly critical importance. Air Traffic Controllers, MRT operators, members of the armed and civil defence forces, emergency services, policymakers all face critical decisions every day. They need full, relevant and reliable information to understand complex situations and make the right decisions.



Civil and military systems benefit from many of the same technologies and innovations and Thales is uniquely positioned to develop these dual technologies. We can respond quickly to the paradigm shift in the traditional uni-dimensional and uni-directional export markets with our network of worldwide centres of excellence and industrial capacity. This strength in "local solutions/global know-how" is particularly relevant in Singapore.

With 550 employees, in commercial manufacturing, services and customer support roles, local technology partnerships and our Research and Technology Centre, Thales is integral to the success of Singapore's fast-growing economy and the increasing demand for its technological exports overseas.

To find out more about Thales Singapore, scan the QR code or visit **thalesgroup.com**

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ABOUT
SINGAPORE

OUR CREDENTIALS

TRANSPORT



Thales is supplying its world-leading CBTC re-signalling solution for Singapore's largest rail operator, SMRT Corporation Ltd. The North–South and East–West lines cover a combined distance of more than 100 km and serve 54 stations.

ATM



Thales is providing a next-generation EUROCAT ATM display for Singapore. A major technological advance in air traffic controller design the system is a global success story – managing 50% of the world's passenger aircraft movements.

MRO SERVICES



Thales has partnered with Malaysia Airlines to set up the only MRO in the region to offer an integrated range of specialised services for aircraft from 'nose to tail'. Not only for the Maylasia Airlines fleet but also regional customers and logistical support for Thales IFE systems fitted on the Airbus A380.

TECHNOLOGY CENTRES



Thales Technology Centre Singapore (TTCS) was created in 2002 as the first Thales R&D centre in Asia. Focusing on dual technologies in the three core domains of sensors, communications and systems, TTCS enables customers to rapid prototype advanced technology concepts such as Software Defined Radio (SDR).

SECURITY



Thales Singapore develops integrated, resilient solutions that help the Government, local authorities and civil operators to protect citizens, sensitive data and infrastructure. We focus primarily on urban security, airport security, border and coastal surveillance and infrastructure security.

AVIONICS



Our avionics manufacturing facility in Singapore specialises in key avionics systems for Airbus such as Flight Management and Guidance, Spoiler-Elevator, Flight Augmentation and LCD Units. We also manufacture the Electric Conversion System for the Boeing 787 Dreamliner.

THALES

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Better decisions deliver better outcomes.

Transportation
Enabling MRT operators to run efficient rail networks with shorter headways and run times

Air Traffic Management
Increasing Singapore's air traffic capacity to maintain its status as the air transport hub for South East Asia

Security
Protecting citizens, sensitive data and infrastructure to maintain Singapore's reputation as one of the safest places to live, visit and do business

Technology Centres?
Developing technology, manufacturing and investing locally to contribute to Singapore's fast-growing economy and leading exports

MRO
Helping the world's airlines maximise fleet operational performance

Naval Innovation?
Reduce risks to naval forces through developing innovative sonar systems for unmanned naval drones at our Singapore-based worldwide centre of excellence

To find out more about Thales Singapore, scan the QR code or visit **thalesgroup.com**

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