



Head Office:  
Level 1, 13-15 Lyonpark Rd,  
North Ryde, NSW 2113  
Phone: 1300 553 555  
Fax: (02) 9887 8601

## **COMPANY PROFILE**

### **COMPANY INTRODUCTION**

LED Signs is an Australian company and is part of the 'ecash' and 'Global Payment Technologies' group of companies with group revenues of approximately \$40m.

LED Signs is a nationally established "Visual Display Company". LED Signs design and manufactures digital visual displays, media and signage solutions to the outdoor and indoor advertising organisations, Casino's, Clubs, Hotels and other retail industries throughout Australia. Through the development and supply of Video Walls, Super Screens, Multimedia Displays and Multi-Line Graphic Signs, LED Signs have become a leader in these technologies. LED Signs' head office, design and manufacturing facility and logistics centre are based in North Ryde, NSW. In addition, LED Signs has local offices and support facilities located in Melbourne, Brisbane, Adelaide and Perth close to where our customers are located so that we can provide greater support.

LED Signs is wholly owned by ecash Pty Ltd, a technology based software design company that has been successfully operating in Australia for approximately 7 years. The group also distributes the highly popular ecash ATM to the retail and financial institutions of Australia. Ecash is one of the leading providers of ATMs in the Australian market with an approximate 30% market share of ATMs deployed in Australia over the last several years.

ecash Pty Ltd is the Australian distributor for the Nautilus Hyosung Corporation, a multinational corporation that manufactures ATMs, IT equipment (including Acer computers) and other leading global products used throughout the world. The Hyosung Group revenues are approximately \$15 billion with manufacturing facilities in Korea, China and India. Hyosung have the second largest ATM manufacturing facility in the world. To date as a group we have sold over 100,000 ATMs internationally including approximately 4,000 in Australia where the ATMs are marketed and branded as 'ecash'.

Global Payment Technologies Australia (GPTA) is a partnership with Global Payment Technologies Inc (GPT) a US based public company listed on the NASDAQ exchange in New York. GPTA has been successfully operating in Australia for over 10 years. GPT is a software company that specialises in the development of software that authenticates and validates global currencies. GPT manufactures leading bank note validation equipment designed for gaming venues, vending machines and tollways throughout the world.

GPTA is the one of the largest supplier of bank note validation technology equipment in the world today. GPTA has approximately 85% of the Australian market share of bank note validation equipment throughout Australia and New Zealand with approximately 230,000 units used in key locations. Our customers include all of the prominent gaming machine manufacturers in Australia including Aristocrat who are our largest customer, Star Games, AGT, Konami with the gaming giant Aristocrat purchasing product from GPT for over 10 years.

With strong success and well known branding of our companies within the Hotel, Club and Casino markets, our natural growth and market expansion was LED Signs and displays that can be integrated with jackpot links, outdoor and indoor Video Screens and full Colour Graphic displays to this industry and others.

LED Signs are established as a leading provider of LED technology and in partnership we are currently establishing presence in Hong Kong, U.K. and South Africa. LED Signs stock a significant amount of signage products in the NSW logistics centre for distribution to key locations geographically.

## SUPPORT

LED Signs has sales and support representation both nationally & locally through out Australia & New Zealand, with alliances within key marketing groups here and overseas. LED Signs has a centralised location for all engineering support and administration to ensure that all of our processes are streamlined and executed rapidly.

We use strategic partners from staging and rigging companies who are our support partners with us, they will be involved in the logistics of transport, erecting of scaffolding, cranes, counter weighing and dismantling our super screens, our own technicians will be on hand in case of any technical difficulties. Our staging and rigging people have a in-depth knowledge of major events with past and previous contracts being the Indy car on the gold coast, Clipsal 500 in Adelaide and in previous times rigging at the Grand Prix.

LED Signs has a large centralised warehouse and logistics centre in North Ryde, N.S.W where all our signs, displays and associated parts are stored. To ensure customer satisfaction LED Signs stock a significant number of replacement modules and associated key parts. From our initial orders, our signs are staged at our logistics centre, which includes software configuration and customisation according to your requirements; once this process is complete the displays are delivered immediately after being checked thoroughly by QA.

LED-Signs has established a fully outsourced and comprehensively trained service centre that operates 10 hours a day, 6 days a week. The service centre specialists are trained specifically on our LED range of products ranging from our own "Multi Media Devices", all the way up to a large outdoor super screens. Our specialists are trained to resolve any problem that may arise, and respond accordingly.

We currently have over 100 field technicians in key locations throughout Australia that are specifically trained on the LED Signs range of products. Because of our flexibility in the industry we are open to working with many field support companies or technicians to ensure that we meet most of our customer requests. We are happy to consider any specific technical requirements that your group may have.

## RELEVANT EXPERIENCE & CAPABILITIES

LED Signs has a team of seasoned & experienced managers who have come from within various LED related & engineering companies. Our technical manager and senior project manager have close to 20 years of industry knowledge each, and have been instrumental in the development of our own product, sourcing of L.E.Ds, the creation of our own IP, and testing of our technically advanced displays in the Australian market place.

Our testing centre has 2 full time software engineers and 3 full time hardware engineers with an average of 25 years experience each, this is evident in our abilities to constantly write new software for our various unique tailored applications required.

We have developed and now providing brand new state of the art super screens for both outdoor and indoor use, this can only be done with the financial and technical backing and support from within a large and stable company, like our selves. The ecash group in partnership with our parent company (GPTA) have been a significant factor in the development of gaming and vending growth in the Asia Pacific. This in part, is due to the successful development and testing of its IP software and hardware, coupled with our led specific engineers in-house. LED Signs believe we are the most skilled company to provide the super screens and the associated backup in Australia.

LED Signs under our own brand (eVision) is a company that designs and engineers our product in house, we design both IP software and hardware through our company engineers with designed components being sent to our Asian manufacturers for tooling and manufacturing under strict guidelines. LED Signs then receives the product in modular form where sub assembly then takes place in Sydney, tested, re-tested and sent out as an eVision super screen.