



Fulminating finish creates momentum into the future

You, too – dear customers of SPEKTRA – may have asked all sorts of new questions when you drew up your plans for 2010, drawing different conclusions from the data of the past compared to what you used to do with success in recent years. Perhaps our review of 2009 and outlook at 2010 is of some help for you **in drawing conclusions for your own planning**. Your experience and suggestions are welcome in 2010, too.

After a very successful first quarter of 2009, still living on the momentum of 2008 as a year of records, business was alarmingly quiet in the second quarter. As the budgets of our customers were cut down, many projects did not materialize. Even the momentum expected from our attendance at trade fairs such as the "Sensor + Test" in Nuremberg and the "Automotive Testing Expo 2009" in Stuttgart just evaporated; many potential customers simply did not turn up. In contrast to 2008 as the most successful year in SPEKTRA's 15 years of corporate history, 2009 seemed to become a year of standstill.

However, starting from the middle of the year, business again recovered, ending up in a fulminating finish in the last quarter and resulting in an unexpectedly positive result at the end of the year. It is true that our turnover did not reach that of the record year 2008 when special influences had taken effect, but the business result achieved has been really promising for a continuous future development of SPEKTRA. It turned out that with its portfolio of producing calibration systems, manufacturing vibration and shock exciters, calibration services and implementation of customer-specific solutions, **SPEKTRA** is able **to cope with the demands of the future and any upcoming crisis**. Reductions in the turnover of business fields related to customer investments could be compensated for in part by increases in other fields such as

- another **increase in the number and volume** of DKD calibration services,
- a **very positive development** of the trade mark **APS Dynamics** and
- **development** of the Pneumatic shock exciter type **SE-201**, our latest achievement.

Our **DKD calibration laboratory** could issue calibration certificates in far greater numbers than in the year before. In particular it was the range of demanding services such as the **DKD calibration of seismic sensors and measuring equipment** or **DKD calibration of laser vibrometers** that could be extended.

As regards the **production** of vibration and shock exciters, sales went up especially in the field of long-stroke shakers of the **APS Dynamics** brand. Another group of products which we have focused on were **HOP shock exciters** for shock amplitudes up to $1,000,000 \text{ m/s}^2$, based on the operating principle of the Hopkinson bar. Due to its excellent reproducibility and variable shaping of the shock spectrum in the medium amplitude range up to $40,000 \text{ m/s}^2$, our **Medium shock exciter** type SE-220A was a **milestone in the development of shock exciters** (patent pending worldwide). Apart from being used in calibration laboratories, it opens up **completely new applications** in **testing systems and plants**, for instance for investigations into **MEMS sensors**. The family of SPEKTRA shock exciters was extended by introducing the **Pneumatic shock exciter** type **PN-LMS SE-201** which operates by the conventional hammer-anvil principle and covers the amplitude range up to $150,000 \text{ m/s}^2$. Some customers were particularly interested in the combination of different shock exciters in a CS18 Calibration system with the aim of covering a wide range of amplitudes.

Last year's highlight was the **15th anniversary** of the establishment of our company, combined with a **specialist conference with representatives of various national metrological institutes** as well as a meeting with the SPEKTRA sales partners worldwide. Our joint review of the last years clearly proved evidence of the continuous development of SPEKTRA, following the guiding principle of **"Unrivalled solutions by uncompromising specialization"**.

The order situation at the beginning of 2010 allows **SPEKTRA** to look ahead with **optimism**. **2010 will be marked by intensified customer contacts** by way of our attendance at trade fairs, lectures and exhibitions at conferences as well as road shows abroad. Our range of products will be further completed and extended this year, too.

SPEKTRA is making headway – just join us. We wish you, our customers, suppliers and business partners, a successful year 2010!