

Elimpus Products highlighted at MP Summit held in in Shanghai on 17/18 October 2012

The 1st MP Summit on intelligent monitoring of power equipment to boost the implementation of smart grid was held in Shanghai on 17/18th October 2012. Robert Brinzer, Business Development Manager for Elimpus Ltd. attended the event.

Elimpus Ltd. and their China Market Distributor, Global Infocom Science & Technology Ltd, presented a concise introduction to the technology involved in radiometric partial discharge location and detection for AIS to a hall filled with approximately 200 power equipment monitoring and detection experts from research institutes, provincial power companies and manufacturers.



Many of the participants were from outlying provincial power companies in areas where Global Infocom has not yet started marketing the PDtect products, so the MP Summit was an ideal opportunity to get the Elimpus brand known in these new markets.

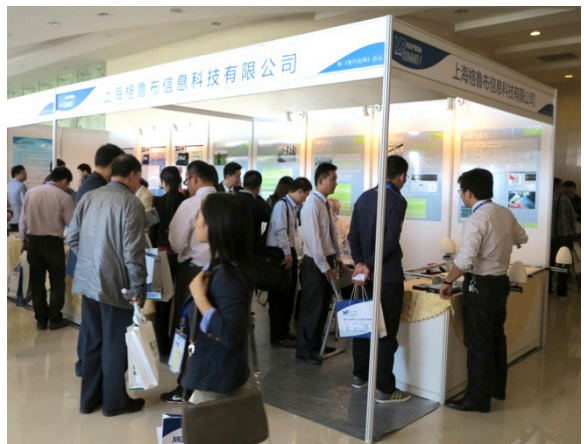
The presentation also included some interesting examples of successful PD detection in Chinese Substations with the Elimpus PDtect4 equipment.

Afterwards, in question time, there was a very useful exchange of questions and answers that convinced the audience that radiometric PD location techniques could have a useful role to play in cost effective monitoring the condition of AIS in the Chinese Grid.



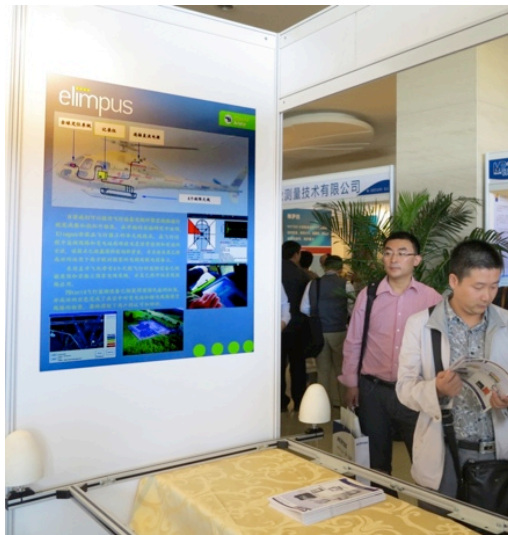
Elimpus was also a key exhibitor at the MP Summit together with Global Infocom and occupied one of the largest stands located next to the main refreshment area.

This convenient location meant that nearly all participants had the opportunity to see the Elimpus offerings and discuss products with the Global Infocom sales engineers.



Global Infocom prepared Chinese language product brochures and posters of the PDtect portfolio based on input from Elimpus Ltd.

Over 150 brochures were handed out over the two days.



The Global Infocom demonstration van fitted with PDtect4 Explorer was parked outside the main exhibition entrance for the duration to attract the attention of participants.

This van is permanently deployed in the Central China region for demonstration purposes. A similar van is also located in Southern China.



The degree of interest shown by the attendees in the Elimpus Portfolio confirmed that participation in the MP Summit was a useful marketing activity and cemented Elimpus' position as the leading vendor of radiometric PD location and detection in China. Global Infocom and its regional representatives are now actively following up on the new sales leads generated.