

4front

Sonavision's Newsletter

leading the way

2005 - The Year of Development!

What a year it's been! We've certainly been kept busy with new product developments, building up our global distributor network and of course, supplying products.

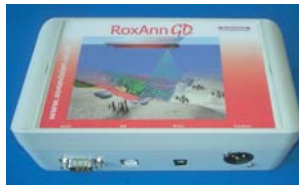
Not content to sit back and continue to produce the same products year in year out, we've been busy developing new products in response to customer feedback.



RoxAnn GD-X

RoxAnn GD is the most sophisticated seafloor classification system based on tried and tested seabed analysis techniques but incorporating the latest advances in miniature digital technology!

RoxAnn GD gives comprehensive bottom discrimination at a sensible price. And for those who fly a lot - it comfortably fits into your carry on luggage!



RoxAnn GD-A



TITAN

On the sonar front, we've developed the **TITAN** - a powerful little critter, capable of ranges up to 300m. We're confident it'll make its mark in the industry just like our Mercury sonar.

Our **Hawkeye camera** range is the latest to benefit from our development team's efforts. Within the range are the **Hawkeye 65CT** and **32CS** Cameras and more are planned.



Hawkeye 65CT

What are we up to now? Well, we're busy in defence, oil & gas and diving industries. And the commercial fishing industry is hotting up thanks to the interest in the new RoxAnn GD!

Remember - we like to hear all about **you** - so let us know what you're getting up to...***your story can be in this newsletter!***

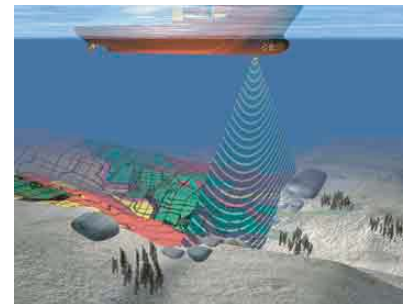
Contact us at: andy@sonavision.co.uk

How RoxAnn Got Her Name!

We've recently had an email from Ellie Koon, a Fishery Biologist with the U.S. Fish and Wildlife Service in Michigan asking about how RoxAnn got its name.

Apparently one of her colleagues has used RoxAnn technology for the last 2 years to map aquatic habitat with great success but when asked what the name "RoxAnn" stood for, he replied that he has never been able to find out!

He asked around, studied owner's manuals, gone on line but to no avail!



Ellie wrote:

"I would love to be able to tell him... Would you be so kind as to explain where the name came from?"

So for Ellie (and everyone else who has wondered too) here it is:

The origin of "**RoxAnn**" is shrouded in mystery, but the story we've been told is that whilst the system was being developed and a new name sought, it was described as a tool to tell the difference between "**rocks and sand**". Inspired by the song of a similar name, in the charts in the early 1980's, one bright spark suggested "**Roxanne**".

With a little modification, the name stuck and the rest is history!

More...

Meet the Team

Geoff Bush worked in the telecommunications industry, holding a number of directorships there before taking the plunge (*sorry*) into the subsea industry.

Geoff has a successful track record in development of new technology, product launch and international distribution.

He has various business ventures, including a few holiday homes on the West of Scotland. Here he is taking a well earned rest after climbing a mountain or two!



Geoff Bush

Dealers Wanted

**Interested in
distributing
our products?**

Mercury & Titan Sonars

**RoxAnn GD
Seabed Classification**

**SubCom 2000
Communications**

**Hawkeye
Video Cameras**

Contact :

aldasair@sonavision.co.uk

Unique Delivery

SubCom 2000 Systems are very much in demand - well, having such a long, reliable product history has this effect!

SubCom 2000 system has a proven 20 year track record & is a familiar sight on saturation diving systems worldwide.

This one has been delivered to Unique Systems LLC, based in Sharjah, UAE.



SubCom 2000 Surface Unit

Fugro re-select Sonavision sonars

Fugro, long term users of Sonavision sonars have selected our new Mercury miniature sonar and Minerva Sonar Controller.



Mercury



Minerva

These have been delivered to Fugro in Egypt for new Inspection Class ROV systems.

We are delighted that Fugro, who owned Sonavision in the 1990's, have selected our newly developed sonars.

After Fugro sold Sonavision, they looked elsewhere, so we are particularly delighted to welcome them back to our ever-growing list of current customers!

Distributor Network

Alasdair Murrie has been hard at work building up our network with 16 appointments in 10 countries made to date.

Distribution appointments made during 2004 have already provided a 400% increase in sales during 2005!

Not bad eh?

Not satisfied with this though, Alasdair's determined to continue building on this success and will be targeting other potential distributors throughout 2006.

Of course, this will mean more travel - ***it's a tough job but someone has to do it!***

In addition, we have now offered our sonars to OEM manufacturers who can supply Sonavision sonars added to their own product as it leaves their factory.

- Hytec
- Sub-Atlantic
- SMD Hydrovision
- Seaeye Marine
- Silvercrest Submarines

Ask them for details of the Sonavision products when you make your enquiry!

Attention Golfers!

**We plan to hold a
Golf Tournament
in summer '06**

**Details will be
announced around
end of March**