

Laird to Attend 15th Edition of the International Mining Exhibition, Exposibram 2013

Mining Solutions Focus on Efficiency, Safety and Productivity

September 18, 2013 – Laird, a global technology company, announced it will attend Exposibram 2013, the largest international mining trade fair in Latin America, organised by the Brazilian Mining Association (IBRAM). As the only industrial remote control manufacturer located in Brazil, Laird will showcase innovative mining industry solutions that increase efficiency, safety and productivity at the exhibition. It will take place September 23 through 26, 2013 at the Expominas Convention Center in Belo Horizonte, Brazil and Laird will exhibit at booth #C23.

Mining solutions including the LRC-M1 CANOpen Remote Control <<http://www.lairdtech.com/Products/Remote-Control-Systems/Mining-Remote/CANOpen/>> and the SiamNet Communication System <<http://www.lairdtech.com/Products/Mining-Communication-Systems/SIAMnet/>> will be demonstrated at the exhibition. The LRC-M1 CANOpen is a remote control that is a wireless gateway between an Operator Control Unit and a vehicle when connected to a CAN network of a vehicle's main computer or PLC. The SIAMnet is a network of coaxial cable, antennas and Access Points (Wi-Fi) which provides voice coverage and data communication for the underground mines.

"Laird is the only industrial remote control manufacturer with a location in Brazil," said Laercio Neves, regional sales manager for Laird. "Our products focus on improving safety, efficiency and productivity for machine operators and attending Exposibram allows us to showcase our solutions to local customers."

Laird will also demonstrate the AT32LHD LHD Load Haul Dump <<http://www.lairdtech.com/Products/Remote-Control-Systems/Mining-Remote/LHD-Load-Haul-Dump/>> and the PVS800 PVS Portable Video System <<http://www.lairdtech.com/Products/Remote-Control-Systems/Mining-Remote/PVS-Portable-Video-Systems/>>. The AT32LHD duplicates the manual controls in the cab of the load-haul-dump, allowing the operator to direct the equipment from a safer area. The PVS800 gives operators clear video pictures of work zones even when there is no visual contact of equipment.

Laird's Wireless Automation and Control Solutions have helped prevent serious injury while increasing efficiency and productivity by allowing operators to move to a safer, more efficient location. With more than 65 years of experience in radio frequency products, Laird is one of the largest global manufacturers of industrial radio remote controls. All products are backed by Laird's worldwide service and support network, which provides service locations throughout the world, as well as a fully trained 24/7 service desk.

About Laird

Laird is a global technology business focused on enabling wireless communication and smart systems, and providing components and systems that protect electronics. Laird operates through two divisions, Wireless Systems and Performance Materials. Wireless Systems solutions include antenna systems, embedded wireless modules,

telematics products and wireless automation and control solutions. Performance Materials solutions include electromagnetic interference shielding, thermal management and signal integrity products. As a leader in the design, supply and support of innovative technology, our products allow people, organisations, machines and applications to connect effectively, helping to build a world where smart technology transforms the way of life. Custom products are supplied to major sectors of the electronics industry including the handset, telecommunications, IT, automotive, public safety, consumer, medical, rail, mining and industrial markets. Providing value and differentiation to our customers through innovation, reliable fulfilment and speed, Laird PLC is listed and headquartered in London, and employs over 9,000 people in more than 58 facilities located in 18 countries.