

Unleashing the power of LED.



With every step that we take to
preserve earth's natural resource,
we enhance the quality of life,
for us and the future generations.





Open your eyes to an eco-friendly planet.

MIC, an organization that aspires to become a frontrunner in the LED revolution, understands its commitment towards nature. The organization is dedicated to employ LED technology to address the needs of both, its customers and our planet.

In all of MIC's endeavours, the environment is of high priority. This was one of the prime reasons why MIC chose to embrace LED technology for its display and lighting solutions. The use of LED significantly lowers heat emissions and radiations that harm nature. Also, it consumes lower electricity, which will help mankind conserve the natural resources of the planet. Hence, a transition to LED will have a profound impact on the environment, for the better.

With MIC, your future is brighter, safer and more economical.

New Technology, to cross new frontiers.

MIC began its journey in December, 1985 at Vijayawada, Andhra Pradesh. The 24 years that followed brought out the absolute best in the organization, and MIC extended its own realms of possibilities with every successful year.

Starting with Electronic display, MIC steadily ventured into the development and implementation of LED technology in display. The organization started focusing on exporting its products and services in 1994, which only went on to accentuate its fundamental strengths.

Today, MIC Electronics Limited is a global leader in the design, development & manufacturing of LED Video Displays. MIC's flagship products – LED Video Displays

(indoor / outdoor / mobile), have become an integral part of Sports Stadiums, Transportation Hubs, Digital Theatres and Theme Parks, Advertisements and Public Information Displays.

Having become a frontrunner in the LED Display solutions, MIC made a foray in LED lighting. Incorporating this segment into MIC's setup corroborated with their attempt at making the world brighter with LED lighting solutions, which are more economical and eco-friendly.

MIC's achievements are testimony of its expertise, profound market knowledge and zeal to innovate. These qualities form the pillars that support MIC's growth, and go a long way in brightening lives.

Vision

To be amongst Top Five companies in True Color LED Video Displays and amongst Top Ten companies in LED Lighting, across the globe.

Bright minds, brighter accomplishments.

MIC has, over the last two decades, built a team of very industrious professionals in the field of Electronics. The working environment, conducive to both creative and productive thinking, attracts the best minds in the industry.

MIC belongs to a domain dealing with cutting-edge technology, which is why the organization's key assets – the employees, adhere to very high standards of quality. This commitment on the part of the team has driven MIC's constant pursuit of excellence in the manufacture of products and delivery of services. All this goes a long way in helping MIC enjoy a long-term and healthy relationship with its impressive clientele.



A Culture of Research

Due to its in-depth knowledge and will to succeed, MIC has always observed stringent processes and standards in design, development, engineering and manufacturing of its products and services. The national award for Best R & D in Electronics industry by DSIR, Government of India, in the year 2002 is testimony to MIC's pursuit of excellence.

MIC Quality Policy

We commit to provide Quality Products meeting the requirements and Timely Services to the total satisfaction of our customers and continually improve the effectiveness of the Quality Management System.

MIC Quality - Standards and Practices:

MIC has skilled manpower and sophisticated latest electronic manufacturing & testing equipment using state-of-art technology.

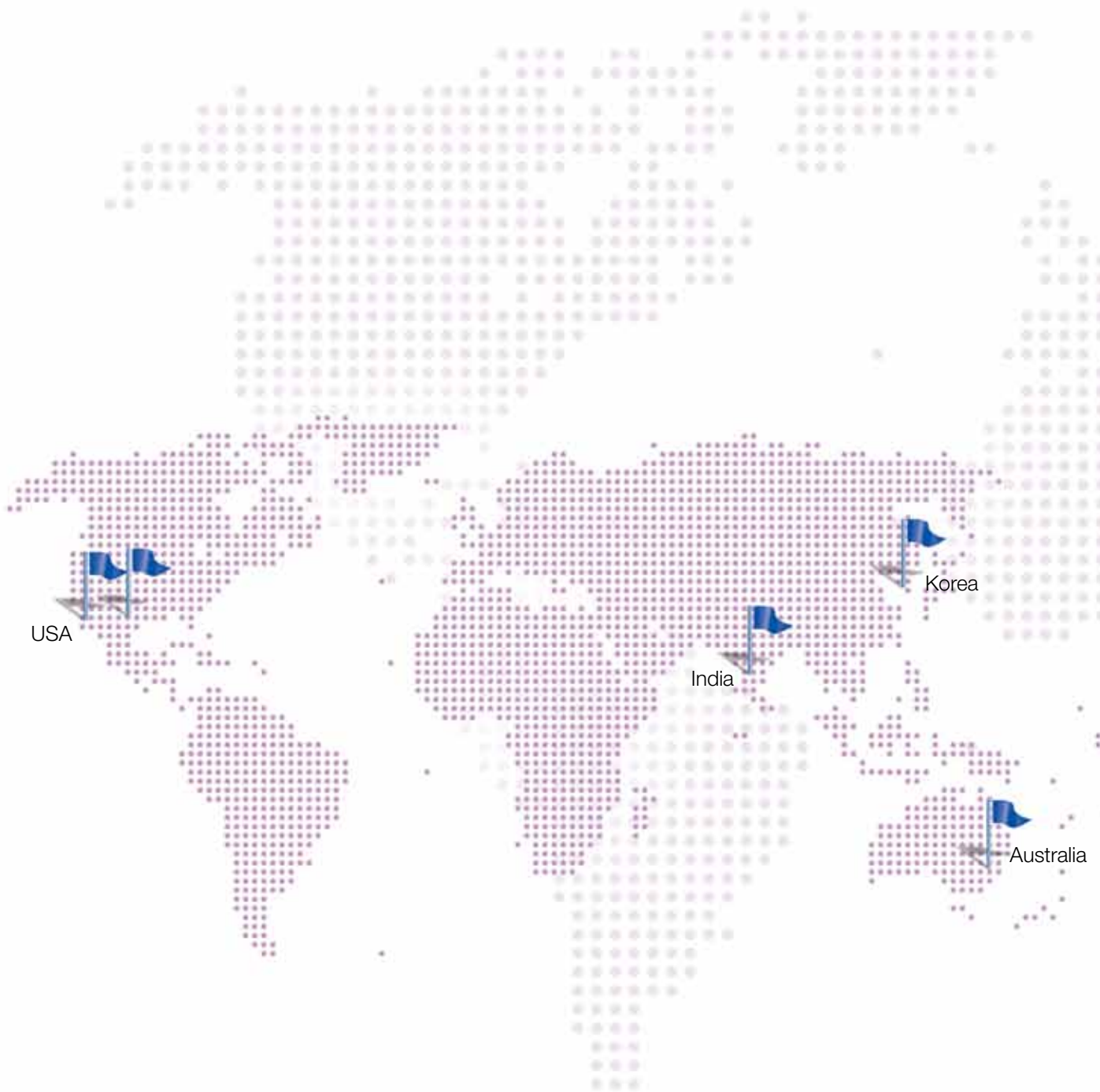
MIC's Quality Management System has been upgraded to ISO-9001:2008 and has stated and defined procedures, for quality and reliability of product at various stages, to strive for product reliability and hence customer satisfaction

- Identifying & understanding the stated and implied needs of the Customer to translate them into a product.
- Development, training and rating of Suppliers
- Functional Testing of the product at various levels
- Environmental tests as per IS 9000 / QM 333
- Customer feedback.
- In-order to achieve the quality and reliability, the various national and international standards such as QM109, QM115, QM 202, QM 204, QM 206, QM 333, IS 2500, IS 9000, etc., including EMI / EMC standards are followed.
- Apart from these, some of our products are certified by RDSO, UL and CE.

Global Presence

MIC has made a conscious effort to mark their presence across geographies. Based on the success of positioning its products and services in LED Display Systems, both nationally and globally, MIC is now geared to venture into LED lighting products for its distinguished clients.

Global presence not only ensures recognition, acceptance and credibility of the brand, it also adequately mitigates risks arising out of adverse conditions in a particular region.



Key Milestones in MIC's LED Journey

Evolution of a bright technology.

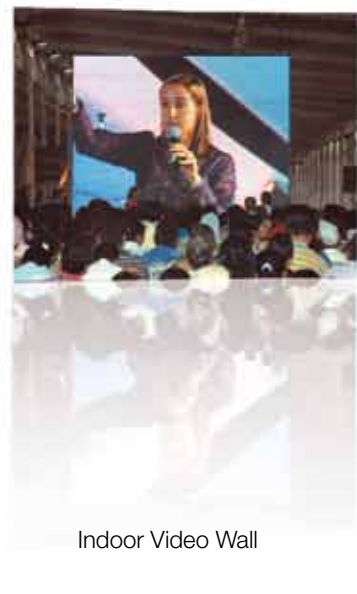
MIC's 24 year journey with LED technology has taken many interesting turns. Each event has paved a way for further momentous occasions. This chronological account of the organization takes us through the significant milestones of our technological odyssey.

- 1988 Supply of multi-colour and multi-lingual LED Display for on-line Train Information Display to South Central Railway
- 1993 Supply of multi-colour, day & night display to Larsen & Toubro Limited
- 1994 First export of multi-colour LED Display System to Jeddah, Saudi Arabia
- 2000 Multi-colour LED Display for e-governance applications
- 2003 LED Video Display products find a place in Indian Innovators Forum
- 2004 Supply of True Colour Outdoor LED Video Display System to Gujarat Council of Science City, Gandhinagar
- 2005 Export of Mobile Video Display to Systec Retails Solutions Pty. Ltd., Durban, South Africa
- 2007 Developed Railway LED Emergency Lighting and MNRE Lighting (Solar)
- 2008 - Joint Venture with LAFC, USA for LED Perimeter Displays
- RDSO approval for True Colour Passenger Information Display System
- 2009 Launch of Solar lantern and beginning of fruitful association with TERI.

LED Display Systems

Bringing your brands to life.

MIC's LED display systems are the future of Out-of-home media. With innovative designs employing LED technology, these help give brands greater coverage than ever before. By reaching out to more consumers than conventional out-of-home media, MIC provides wings to the marketing efforts for the brands of today, and tomorrow.



Indoor Display Systems

- Indoor Video Screens
- Digital Posters

Outdoor Display Systems

- Outdoor Video Walls
- Mobile Video Displays
- Digital Billboards
- Digital Posters
- Ticker Displays
- Perimeter Displays
- Variable Signage Displays

End-to-End Display Systems

- Networked Displays
- Interactive Displays

Application Specific Display Systems

- Passenger Information Displays
- Digital Theme Parks
- 3-D Displays



Digital Poster



Mobile Video Display



Perimeter Display



Digital Billboard



Mobile Video Display

LED Display Rental Solutions

To reach out to those customers who want to enjoy the benefits for a short term, MIC offers LED Video Display Boards on rental basis. On offer are different varieties of Indoor, Outdoor and Mobile Video Displays, to meet various kinds of end-user needs. The LED daylight video wall is available for rent in almost any size and unlimited configurations (depending on event location and other local conditions), and it is suitable for various applications like

- Music & Concerts
- TV - Productions
- Trade-Shows & Presentations
- Political & Religious Events
- Broadcasted TV - Presentations
- Special Events

Benefits of MIC's Display Solution

- Free additional advertising space for sponsor banners around the screen
- On-board power generator for independent operation
- Integrated sound system for the immediate screen environment
- Satellite down link for live TV-broadcast
- Playback of any format (AVI, DAT, MPEG, MPG, MPE, WMV, M2V, SWF, VOB)

MIC Lighting Solutions

Bright ideas for your tomorrow.

After acquiring expertise in LED-based technologies, MIC enhanced its business model, and made a foray into Lighting Solutions. Having recognized LED as the technology of the future, MIC is all set to revolutionize the lighting industry.

Commercial Lighting

Bright interiors, always.

MIC's Commercial Lighting Solutions are for the offices and commercial spaces of tomorrow. Smartly designed, to enhance ambiances, indoor lighting from MIC also ensures a healthy reduction in electricity bills because of lower energy consumption. In addition, MIC's advanced lighting design offers a superior quality of light. This renders the working atmosphere more vibrant, hence increasing its productivity.



With its product and application knowledge, MIC has aligned themselves to their clients' lighting needs, which may vary from display to decorative. At the same time, with its eye to the future, MIC has tried to address corporate initiative in 'Green Building' construction, by offering eco-friendly LED lighting solutions.

- Workstation Lights
- Down Lights
- Strip Lights
- Wall Lights
- LED Tube Lights



Commercial Lighting

Industrial Lighting

MIC's Industrial Lighting solutions (Indilite Series) address the lighting needs of small to large scale projects that include factories, warehouses and workshops. To address concerns of increasing costs and global warming, there has been a special emphasis on completely economical and eco-friendly solutions for:

- Manufacturing Plants
- Warehouses
- Service Areas

Other Applications

- Parking Areas (MLCP – Multi Level Car Parking)
- Toll Plaza



Indilite Series

Outdoor Lighting

The promise of a brighter tomorrow.

MIC's LED-enabled Outdoor Lighting is designed to add elegance and safety. With lower energy consumption, reduced maintenance cycles, longer product lifespan coupled with augmented carbon credits, MIC's Outdoor Lighting Solutions offer enough benefits to the user.

Street Lighting

- Spectra Series
- Spectra Ray

Flood Lighting

- Hoarding Lights
- High Mast Lights

Landscape Lighting

- Bush Light
- Inground Light
- Bollard
- Step Lights
- Spot Lights
- Underwater Lights



Solar Technology

To light the future.

The ongoing fight to protect the earth against the effects of global warming has made companies maintain high focus on innovation in renewable energy sources. MIC has been at the forefront in developing Lighting solutions with the use of solar energy.

The organization takes great pride in its responsibility of spreading light, and enhancing life by protecting the environment.

MIC Spectra Ray

MIC is driven by the power of light. It's more than just escape from darkness. The Spectra Ray addresses the issues of lighting not only in spaces where there is a lack of or no access to grid power, but also in the conventional city roads and projects. It definitely means a better way to life. MIC Home Light



Solar Lighting at Homes

With India's rising population, the use of conventional sources of fuel has gone up. Besides proving to be expensive, it also harms nature. Foreseeing this, MIC has invested in LED-enabled Solar lighting.

- MIC Solar Lantern
- MIC Solar Home Lighting

The products are designed to empower villages that have no access to any electricity supply. Also, MIC's Solar-based solutions have longer life-spans, are portable and easy to maintain. The products not only help conserve earth's natural resources, but also help people with extended comfort and safety.



Solar Lantern



Home Light

Lighting and Display for the Transportation Sector

Travel to a greener future.

MIC introduced Indian travelers to solid state lighting and display solutions. By creating green railway platforms and bus stations with energy efficient LED, MIC's solutions help Indian transport authorities to fight ever-increasing costs and pollution caused by conventional lighting. MIC has also helped these establishments in enhancing passenger amenities and upgrading them with LED video displays and lighting.

Lighting and Display solutions for Indian Railways

- Coach Lighting
- Passenger Amenities
- Workshop and maintenance Lighting
- Train Information Displays
- Platform / Coach Guidance Displays



Passenger Information Display

Infotech

Telecom, Display, Lighting Software Solutions & Network Integration Solutions – One step ahead

Equipped with state-of-the-art skill set in Embedded Software, System Software and Web & UI application software along with the strong domain knowledge in TELECOM, DISPLAYS, LIGHTING & NETWORKS the software group has been providing efficient, reliable, user friendly & cost effective solutions to a wide variety of complex requirements of Telecom Service Providers, Railways, Display Advertising Agencies, and other service businesses, in the following areas:

- Telecom Switch Access modules useful for OSS and BSS solutions.
- NMS and EMS for heterogeneous & homogeneous network elements.
- Computer telephony useful for improvising customer relationship.
- LED Display software for standard advertising operations
- Centralized Content Management & Scheduling for networked displays
- Centralized Monitoring, control & schedule for networked LED Light systems
- LED Display software integration solutions for Passenger Information display
- LED Display software for Sports, Scoring & Perimeter Display Control
- Real-time information display for Stock Exchange & Market Yard displays

In addition to execution of the projects in the above said domains, this division is also responsible for offering outsourced IT services to Australia and USA.

Element Management & Network Management Solutions

MIC has the expertise in providing EMS and NMS Solutions to Telecom, Railways and other network domains consisting of homogeneous or heterogeneous Network Elements (NEs). NMS and EMS solutions are deployed for digital loop carrier nodes containing Switching & Transport equipment and also for standard wire-line Telecom switches and network devices manufactured by different vendors.

The solution covers all the management functionality envisaged in fault management, Configuration Management, Accounting Management, Performance Management and Security Management (FCAPS).

CDR Data Collection System

CDR Data Collection System (CDR-DCS) is one of the premier products of MIC meant for 'CDR Data Collection' online from the Telecom switch. This product facilitates the Telecom service provider to have reliable and time constructive source by making the service of online collection of CDRs either by polling mode or spontaneous mode. The salient features of this equipment are:

- Supports FTAM, FTP & CMISE protocols over X.25 and TCP/IP interfaces for Telecom switch & down-stream applications
- 19" rack mountable, -48V DC powered & unmanned operation
- Link-failure data handling, Intelligent disk space management
- Compatible for ALCA TEL-OCB283, Siemens-EWSD, Ericsson-AXE10 and Lucent-5ESS

Utility Billing Solutions

MIC has experience in the Utility Billing Solutions for both Telecom & Power sectors. MIC implemented complete Telecom Billing solution to Mahanagar Telephone Nigam Limited in India and executed software development work for M/s Hansen, Melbourne for their Utility Billing package, for Power sector called "HUB", which is prevalent in most of the Utility service providers in Australia. As part of the implementation, MIC has the expertise in following Utility Billing solution processes:

- Data Collection from Data Capturing Units with different interfaces / protocols
- Normalization methods for Data Aggregation
- Generation of Billable data from the normalized data records
- Definability for different Tariffs, Discounts & Penalties
- Generation of various MIS reports
- Generation of Reconciliation data reports

I-CALL (Computer Telephony) Suite

Using the powerful icall suite of MIC, sophisticated and state of the art computer telephony applications can easily be developed and implemented. It consists of vast number of modules suitable to develop a wide variety of computer telephony applications like IVR systems, Voice and Fax mail servers, Fax-on-Demand, ACD, Auto-Dialer, server based mini call center solutions, E-mail on phone, Enterprise Messaging Solutions and Tele- conference solutions. Some of the services deployed for telecom and non telecom sectors are:

- Multi-party Tele conference & pre-paid card based conference solutions.
- Automatic Bill enquiry, Bill fax, Payment reminder IVR services
- Automatic Complaint Handling Service (complete life cycle handling)
- IVR services for Changed Number, Trunk Call & other commercial services
- Customer Interaction services for Train Arrival Departure, PRS & Fare enquiry

Clients

Partners for a brighter tomorrow.

MIC believes in building long-term relationships with clients. Its commitment to quality and flexibility in providing comprehensive solutions has won the trust of clients and has built rock-solid foundations for the growth of the organization.

Some of MIC's esteemed clients are listed below:



Awards and Recognition

2009

- Conformity Certificate (CE) for Outdoor Display Unit & UL certificate for DigiTile-10V

2008

- MIC is selected for “Best Under a Billion” by Forbes Asia as one of 22 Indian companies among 200 Asia Pacific companies.

2007

- Outlook Money NDTV profit awards 2007-08

2003

- LED-Video Display product got place in ‘Indian Innovators Forum’ - Hall of fame.
- MIC’s Quality Management System in compliance with ISO-9001:2000 certification standards

1993

- Achieved RECOGNITION from Ministry of Science & Technology for in-house R&D unit.





**MIC Electronics Limited, A-4/II, Electronic Complex, Kushaiguda, ECIL Post,
HYDERABAD-500 062. Tel: +91-40-2712 2222 Fax: +91-40-2713 3333
www.micelectronics.co.in**



Products at a glance.

Products at a glance.



Solar Lantern



Solar Street Lighting



Mobile Video Display



Indoor Video Display



Industrial Lighting



Outdoor Video Display



Perimeter Display



Street Lighting

TRAIN No	TRAIN NAME	EXP.TIME	A/D	FF.No
1082	MUMBAI Exp.	18:35	A	11
2083	JANASHATABDI Exp.	18:15	A	08
2511	GORAKHPUR Exp.	Cancelled		
2521	AHALYANAGARI Exp.	18:10	D	06
2626	KERALA Exp.	19:00	D	02

Passenger Information Services



Commercial Lighting



Ticker Display