



BMS[®]
THE RIGHT CONNECTION

manufacturer and supplier of high quality accessories for
multimedia – sound & vision – home electric and home care applications

BMS Company Profile



Mission Statement

“BMS is an international operating, reliable supplier producing and selling quality accessories for Multimedia, Sound & Vision, Telecom, Home Electric and Home Care applications in the industrial and retail markets.”

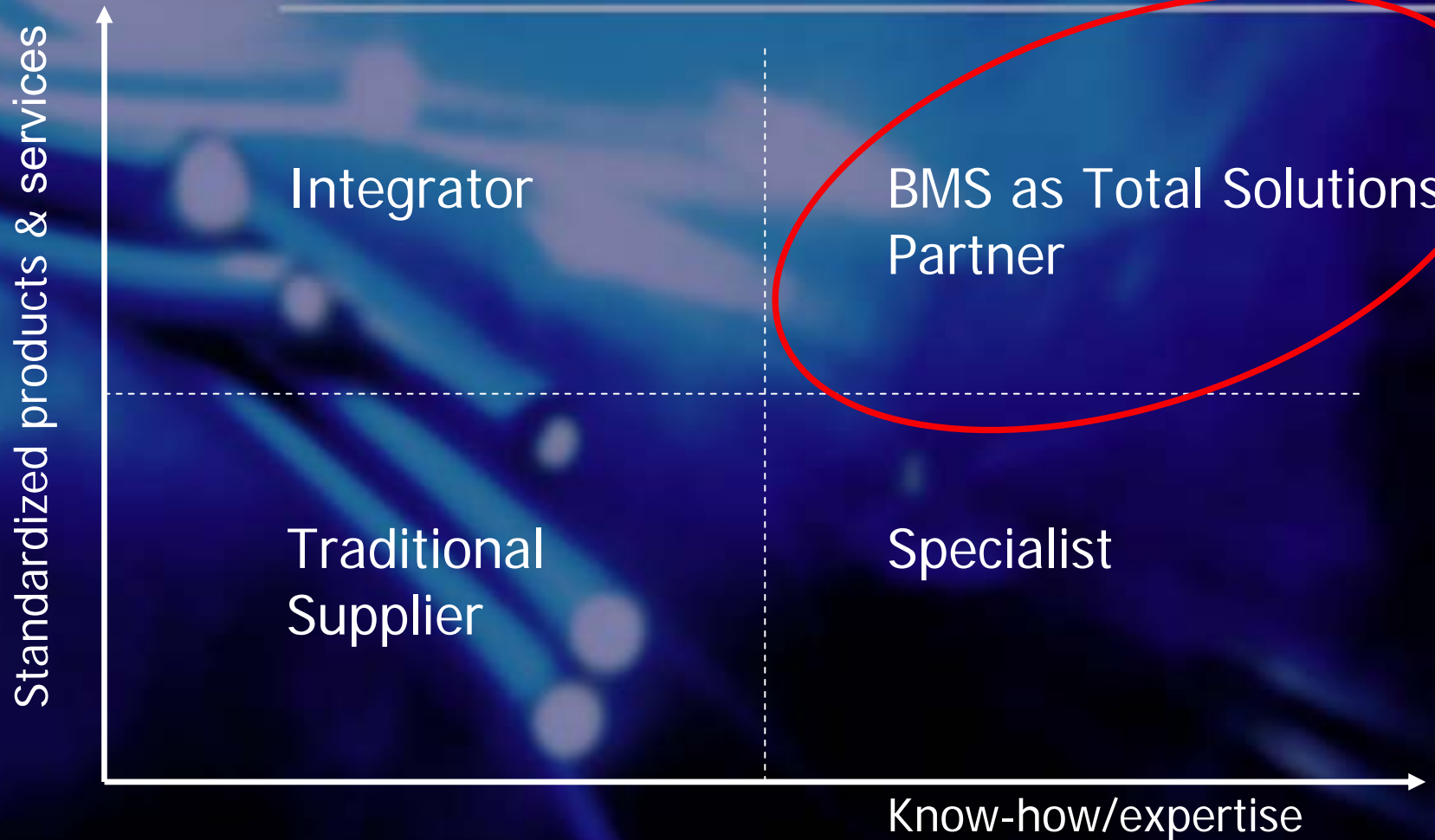


Strategy & Positioning (1)

- ▶ Global growth in the industrial and retail markets.
- ▶ Environmental care to secure our future.
- ▶ “Driven by market- and technology-knowledge”
- ▶ Long-term partnership with an ethical behavior and a strong focus on your business

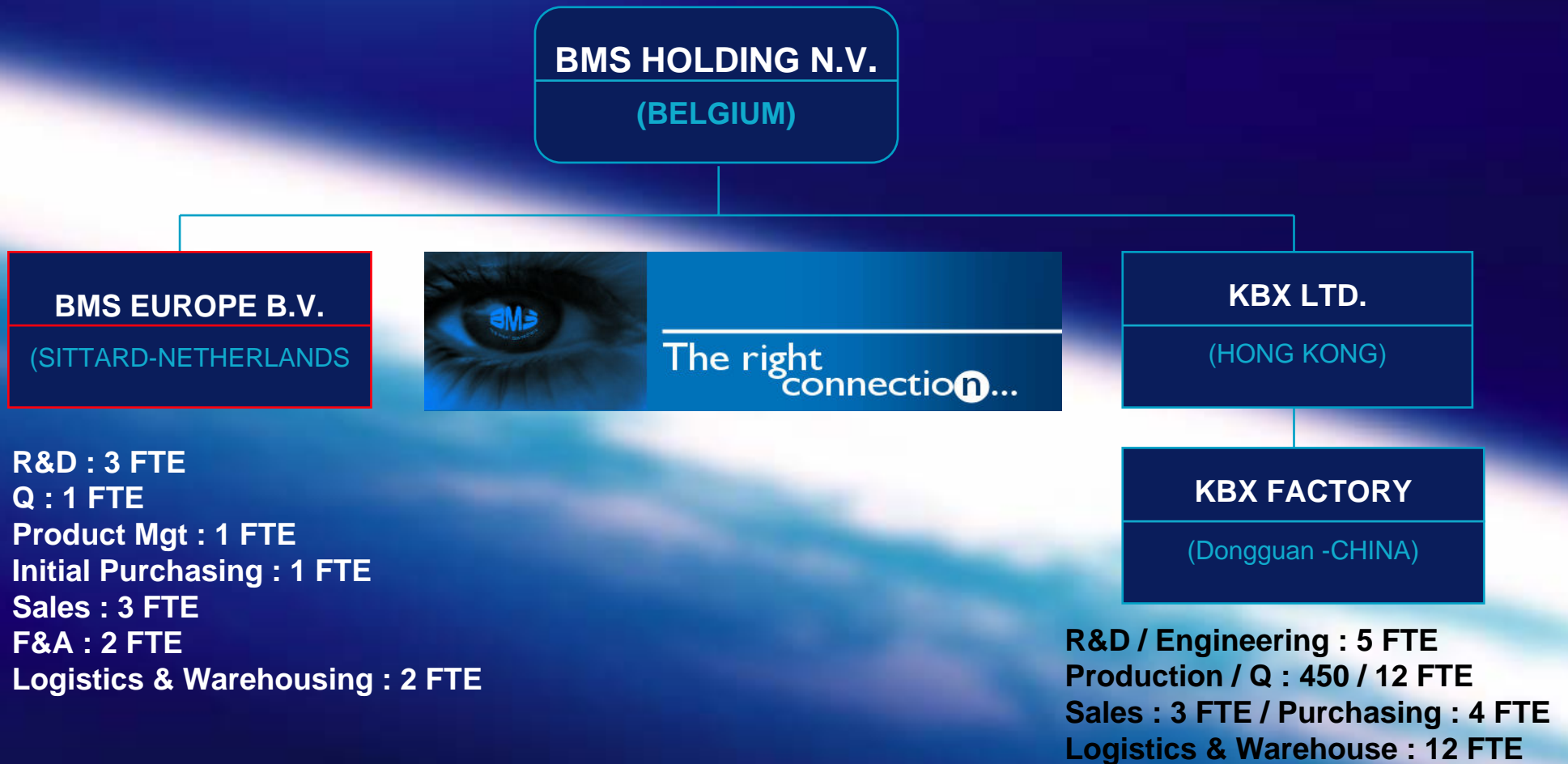


Strategy & Positioning (2)





BMS organisation chart





BMS Europe B.V. (Sittard-NL)

BMS EUROPE B.V.

MAIN OFFICE
(SITTARD-NETHERLANDS)

▶ **PRODUCT DEVELOPMENT**

▶ **QUALITY CONTROL**

▶ **BUSINESS DEVELOPMENT**

▶ **INITIAL PURCHASING**

▶ **LOGISTICS & EUROPEAN WAREHOUSING**

▶ **ACCOUNTING DEPARTMENT**

▶ **AFTERSALES SUPPORT**



KBX Electr. Co. Ltd (Dongguan - PRC)

KBX

Dongguan – PRC.

- ▶ **PRODUCTION & WAREHOUSING**
- ▶ **QUALITY ASSURANCE**
- ▶ **FACTORY ENGINEERING**
- ▶ **LOCAL PURCHASING/SOURCING**
- ▶ **CUSTOMS CLEARANCE**
- ▶ **ACCOUNTING DEPARTMENT**
- ▶ **LOGISTICS & SALES**



BMS' Development-Chart (1)

- ▶ Designing and developing products according International standards: IEC, EN, IEEE, JIS, DIN etc and safety standards (VDE, Kema, BSI, UL/CSA etc.)
- ▶ Applying > 125 UL AWM styles under BMS' AVL V2. BMS produces under UL FUS ZPFW2.
- ▶ Experts in cable and connector designs for custom-made interconnect solutions.



BMS' Development-Chart (2)

- ▶ In-house full support on mechanical and electrical validation of our products :





BMS' Technical Roadmap

- ▶ New developed, active DVB-T antenna for mainstream use.
- ▶ New class A antenna RF lead according new IEC60966-2-5 (e.g. 85 dB shielding)
- ▶ Implementation of Halogen-free (PVC-free) Plastics (on-going since 2005)





Our BMS Q-Chart (1)

- ▶ ISO 9001:2000 certified by SGS since Aug 2005
- ▶ ISO 14001:2004 certified by SGS since Sept. 2006
- ▶ Applying IPC-A-620 industrial norm for cable and wire harness assembly.



Our BMS Q-Chart (2)

- ▶ Respecting the most severe environmental constraints (e.g. RoHS, REACH, California Prop. 65)
- ▶ Checking incoming raw materials by in-house XRF :





Our BMS/KBX factory (100% ownership)

- ▶ Cable cutting, stripping, crimping (also full automatic machines) using SPC.
- ▶ 16 molding machines for overmolding
- ▶ Ultrasonic welding for fixing covers
- ▶ 20+ cable testers for 100% inline Hi-pot, miswiring, open/shorts testing.





BMS's Operations worldwide

BMS international ambitions took off already in 1975. This has led to operations in several countries:

EUROPE

- ▶ Benelux
- ▶ France
- ▶ UK
- ▶ Germany
- ▶ Austria
- ▶ Hungary
- ▶ Spain
- ▶ Nordics

REST OF THE WORLD

- ▶ USA
- ▶ Mexico
- ▶ Brazil
- ▶ Japan
- ▶ Singapore
- ▶ Malaysia
- ▶ China
- ▶ Taiwan
- ▶ South Korea



BMS's customers worldwide

Pace Micro Electronics

Panasonic

Philips

Flextronics

Asustek

Jabil Circuit

Sanmina-SCI

Nokia

Thomson/Technicolor

Eastech

TPV

Funke Antennen

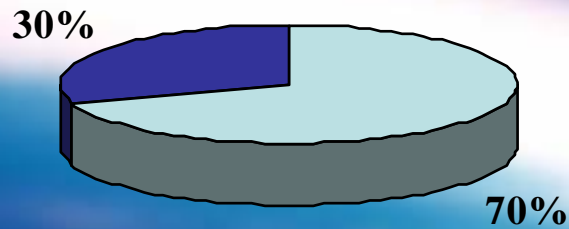
Seastar

Quanta Storage



BMS' Sales

Markets 2010-2011



■ B2B Industrial market

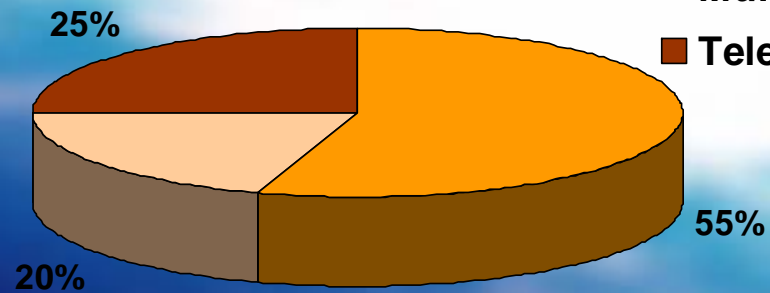
■ B2B Retail market

Type applications

■ Consumer Electronics

■ Multimedia

■ Telecom etc.





Industrial market segmentation

- ▶ Telecom
- ▶ Consumer Electronics
- ▶ Multimedia / computer
- ▶ High End Audio/Video
- ▶ Game consoles and toys
- ▶ Accessories: head- & earphones, microphones, AC-DC adaptors...



Retail market segmentation

- ▶ Wholesalers
- ▶ Retail Chains
- ▶ Agents
- ▶ Buying Groups
- ▶ ...

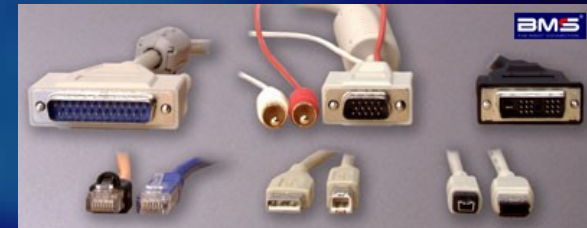




BMS Portfolio (1)

- ▶ **Multimedia cables**

(LAN Ethernet, Firewire, USB 2.0, VGA, DVI...)



- ▶ **Telecom cables**

(Telephone cords, splitters + adapters for France, Germany, Italy, Be, NL, UK etc.)



- ▶ **Audio/Video cables**

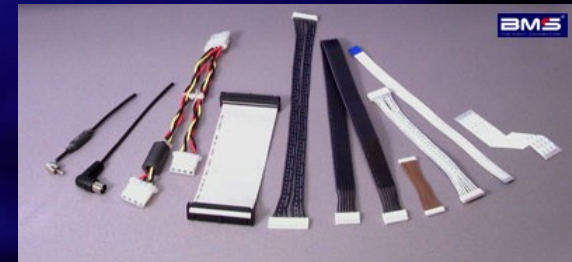
(Scart, Audio 2RCA, A/V 3RCA, AntennaPAL/NTSC...
Nickel or Gold plated)





BMS Portfolio (2)

- ▶ **Power/Mains cords**
(Euro, US, UK / Class 1 - 2 / 2,5 - 16A /
Different safety approvals VDE, Kema,
UL/CSA, BSI / ASTA...)
- ▶ **Internal wire harnesses**
(IDE/ATA HDD, Power HDD, SATA,
Coax tuner cable, FFC till 0,4mm pitch)
- ▶ **Packing / bundling Accessories**
(in pe-bags, carton boxes, blisterpack)





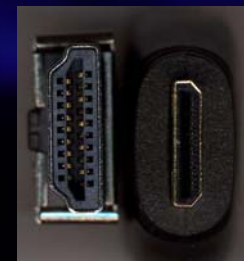
BMS Portfolio (3)

- ▶ HDMI cables or adaptors v1.4 Hi-Speed for digital audio/video/data transmissions for Full HD 1080p, 3D, also with Ethernet link.



Full HD
1080

- ▶ HDMI v1.4 cables with small outline HDMI C or D connector



3D
FULL HD
HDMI[®]
HIGH SPEED

- ▶ HDMI adaptor A to C type





BMS Portfolio (3b): BMS is HDMI certified

HDMI LICENSING, LLC

**Certified
HDMI Adopter 2012**

Certified Adopters are official HDMI licensees who are authorized to design, manufacture, and sell Licensed Products based on the HDMI Specification in accordance with the HDMI Adopter Agreement.

Presented to **BMS Europe B.V.** Expires on **November 11, 2012**


President, HDMI Licensing, LLC





BMS Portfolio (4)

- ▶ Serial ATA (SATA and eSATA) cable for high speed HDD and yet improving air-flow and EMC performance.
- ▶ IEEE 1394-B or Firewire 800 improving transmission speed up to 800 Mbps.





BMS Portfolio (5)

- ▶ **New** : VESA DisplayPort (DP) cables to replace DVI and VGA cables for new computer HD monitors
- ▶ **New** : USB3.0 Super Speed cables for High throughput of data (up to 10 x USB2.0) e.g. for external HDD





BMS Portfolio (6) - specials

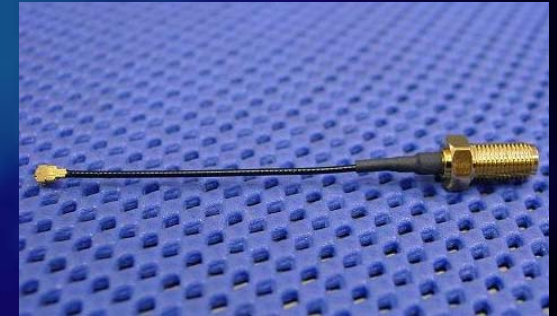
- ▶ Thin cables (OD 1,3mm) Halogen-free for earphones.
- ▶ Specific custom build USB2.0, P1394 internal cable assemblies.





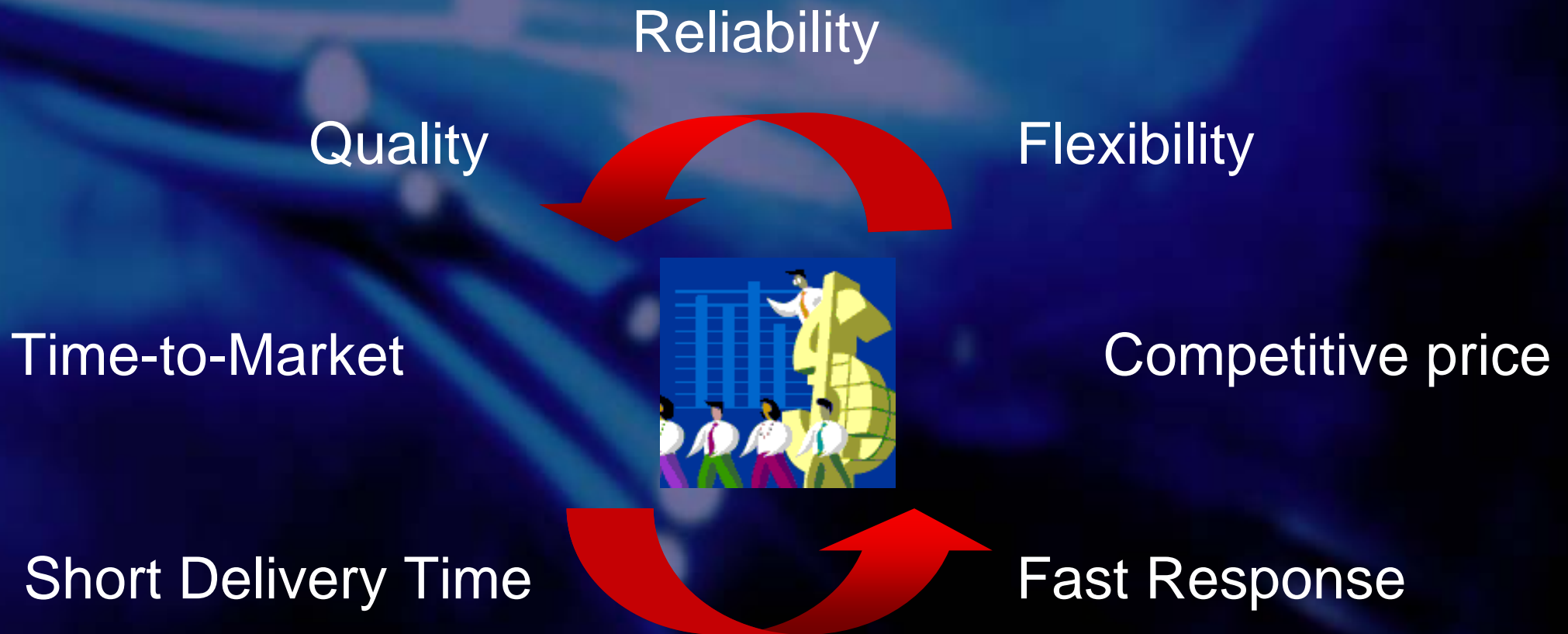
BMS Portfolio (7) - specials

- ▶ Thin telecom coaxial cables (OD < 1,5mm) till 5 GHz with MHF, SMA, MCX etc. connectors
- ▶ Space saving solutions for ultra-thin LCD screens.
- ▶ Ultra-flat Ethernet CAT5e cables.





Our customers expectations:





BMS can offer this... and more!

INDUSTRIAL MARKET

- ▶ Since > 35years, BMS knows this business.
- ▶ One- Stop- Buying point (broad portfolio)
- ▶ Absolute agreed Quality
- ▶ Experienced logistics, warehousing+VMCI capabilities
- ▶ Technical support during design-in phase
- ▶ Good communication possibilities.



BMS can offer this... and more!

RETAIL MARKET

- ▶ Complete retail solutions
- ▶ Eye-catching Point-of-Sales displays
- ▶ Product training
- ▶ Sales support

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BMS on the Web



www.bms.nl or
www.bms-accessories.com

24/7 your data on BMS
FTP server available !

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