



Welcome to Tait

Based in Christchurch, New Zealand, Tait has been designing and manufacturing advanced professional wireless communication solutions for mobile organisations all over the world for more than 30 years.

The success of Tait, the Southern Hemisphere's largest mobile radio supplier, is the outcome of a commitment to solely producing innovative world-class mobile radio equipment, and nothing else. This single-minded dedication enables Tait to provide dependable mobile radio solutions through a continued high level of investment in research and development and manufacturing technology.

Tait's market focus doesn't waiver. The company prides itself on its openness, total flexibility and responsive attitude to customers' unique requirements.

The company that began as a small enterprise of 12 people in 1969 under the visionary leadership of its chairman, Sir Angus Tait, has evolved into a successful multinational organisation. The name Tait has become synonymous with innovation, flexibility and relentless commitment to the radio communications market.

Tait is regarded as a cornerstone of New Zealand's flourishing high-tech sector and has made a name for itself as a major international supplier of mobile radio solutions.

Angus Tait



The pioneer and his company

Angus Tait's schoolboy fascination for electronics flourished after leaving school in 1937 to work in a radio store. He later went to war with the RNZAF in Britain and worked on airborne radar. Upon his return in 1947, Angus took advantage of his experience by designing and assembling mobile radio equipment. The initial Tait team of 12 soon became responsible for a new generation of compact mobile radios.

Innovation and invention

Actively pushing the design boundaries, Tait's breakthrough came when they incorporated revolutionary transistor technology to create a winning product and the forerunner to their present success – the Miniphone.

Forward thinking

A unique business philosophy, and the continuous reinvestment of profits into research and development has contributed to the development of award-winning products since the 1970s.

Tait's progress – making waves

- The highly successful T500 mobile radio established Tait as a major international supplier and prompted massive investment in advanced manufacturing technology.
- Tait joined with a British company in the 1980s to produce the world's first MPT 1327 trunked system, supplied to British Telecom. With more than 300 systems sold throughout 40 countries, MPT 1327 is the most successful standard of its type in the world.

- The world-class T800 base station was introduced in 1990 and has proven a reliable radio communications backbone. It has been used by the majority of British Police forces for more than 10 years.

- In the same year, Tait introduced the popular T700 duplex capable mobile. However, all expectations were exceeded by the subsequent release of the T2000 mobile which captured more than 50% of the Australian market share. Tait products were by now well recognised for innovative features, reliability and value for money while Tait itself earned a reputation for a flexible and open approach to creating solutions for the radio communications market.

- The advanced Quasi-Sync low maintenance simulcast system and T3000 portable radio, both released in 1993 were followed by a five-year period of focus on enhancements to existing products.

- The first of the Tait Orca portable range was launched in 1998, followed by the Tait Liberty and T1810 trunked radio system.

- The latest portable radio, the Tait Orca 5000 was the beginning of a new era in manufacturing technology for Tait. More than 95% of the radio's components are fitted by automated equipment, meaning the final assembly takes just a couple of minutes on a 2-3 person production line.

- The revolutionary 8000 series product range is setting new market standards for analogue base stations and mobiles, and paving the way for digital capability.

A global view

Almost 95% of Tait equipment is exported from its Christchurch, New Zealand design and manufacturing plants. Tait employs almost 1000 staff worldwide, including staff in Australia, Canada, mainland China, France, Latin America, New Zealand, Singapore, Thailand, Europe, USA and Hong Kong.

Tait has prospered internationally, following the reduction of world trade barriers in recent years. One of its largest customers is the world's biggest civil police force, the Chinese Gong'an. Other significant customers include BP, Air France, Malaysia Telekom, Egyptian National Rail, Durban Metropolitan Council in South Africa and BC Rail in Canada.

Angus Tait's vision for Tait Electronics is for it to secure and maintain its position as the world's most reliable and trusted supplier of competitively-priced radio communications.





Flexible and Responsive – Customisation

An excellent product is not necessarily the ideal match for a customer's unique requirements. Therefore Tait designs all equipment to be adaptable - for example, all core products are built on flexible hardware platforms, enabling software to be configured to meet a specific need.

A team of innovative and skilful professionals from Tait Custom Integration (TCI) specialise in tailoring the functionality of standard products, integrating Tait mobile communications equipment with other suppliers' technology and producing complete turnkey solutions.

Answering the emergency call, TCI rose to the communications challenge provided by the New Zealand Fire Service. Customising the T2020 conventional radio to create a special enlarged control head with large keys made operation easy for appliance crew wearing bulky gloves. Further modifications enabled status messages to the control room and options for contacting crew away from their vehicle. In adopting the new radios the Fire Service is now sharing the New Zealand Police network which enables the two services to communicate directly in major emergencies.

TCI customisations exist throughout the world and are evidence of Tait's goal to provide the most sophisticated and convenient solutions to meet even the most challenging communication needs. Further global examples include:-

- The Egyptian National Railway – One of Tait's largest systems ever supplied for rail communications needed to cover 600km of track, include a wireless PABX system and provide direct links between 70 stations and 70 locomotives.
- Dublin Bus Service, Ireland – Tait customised a complete mobile voice and data communication system for this large bus operation. It includes a six-site TaitNet trunked radio system, microwave links, T2000 mobiles and Tait Orca portable radios and most importantly, specialised software designed to locate, track and direct drivers.

- A large Swiss Bank in Zurich, Switzerland – A communications system controlling security over a number of sites including basements, vaults, and passageways had to take into account very strict regulations governing frequency, power output and building aesthetics. Concerns were addressed by a Quasi-Sync simulcast system with strategically located antennas and portable radios.

Innovative design

It takes the most advanced technology and expertise to produce the sophisticated equipment that the harshest environments and today's fast-changing radio communications demand.

The pursuit of smarter, more enduring, more responsive radio communications equipment never ceases. As a company without shareholders, Tait is able to support its policy of profit reinvestment and focus on a programme of continuous research and development, a philosophy unrivalled within New Zealand's high-tech sector. By maintaining a close relationship with customers, Tait's multi-national team of experienced engineers and technicians working in R&D receives the vital feedback that enables the company to continually improve existing products. This creates the impetus for new concepts and possibilities for the future of radio communications.





Complete Solutions

Tait has developed voice and data terminal and network solutions to the highest levels of compatibility.

This provides customers with the convenience, assurance and efficiency of complete communications solutions.

All products comply with the appropriate international performance standards and are based on field-proven technology.

Trunked radio systems

Based on the world's most widely used open protocol format, MPT 1327, more than 300 of the advanced, reliable TaitNet modular trunked radio systems are in operation in more than 50 countries. These modular networks range from single-site systems for universities, airports and factories, to large nationwide networks with the most sophisticated functionality.

TaitNet systems offer a wide array of group and one-to-one call types, telephone access, mobile data options like GPS-based automatic vehicle location and text despatch. Convenient system management features include call records for billing and an intuitive network management terminal.

Quasi-Synchronous simulcast systems

Simulcast communications usually require costly regular maintenance. Tait has addressed that issue with the Quasi-Sync communications system which uses sophisticated computer technology to virtually eliminate that servicing cost.

Popular with broad access organisations such as city councils, emergency services, security and transport companies, Quasi-Sync provides all-informed communications; all staff over a wide area can be contacted on the same channel.

Commitment

Tait is entirely dedicated to both the design and manufacture of mobile radio communications products, and to providing exceptional service. This commitment to the needs of mobile radio users is reinforced by a total market focus without the distraction of alternative communications media such as car stereos or cellular phones.

This New Zealand company has come a long way from the conventional two-way mobile radio of its roots to encompass a range of products and services as diverse as its customer base; from compact, portable and mobile radios, to wide-area trunked radio networks.

From Beijing to Antarctica, Tait's uninterrupted performance standards mean that Tait systems are trusted to provide cost-effective voice and data communications. From the most densely populated centres with the greatest airwave congestion to some of the most inaccessible and inhospitable places on the planet, Tait's experience and commitment are applied to satisfy exacting communications needs. It seems little wonder that the name Tait appears in about 160 countries around the world.









Quality

Major public safety providers all over the world trust Tait for radio communications products that deliver reliable service in any environment and particularly where lives depend upon it. The quality of Tait equipment is never compromised.

Every new product bearing the Tait name is subjected to extensive field-testing and independent certification to the most demanding international performance standards.

The Gongan in China, the world's largest police force communicates with TaitNet trunked radio systems, T800 base stations, T2000 mobiles and the Tait Orca portable radio range. Tait also developed special software that helps this vast organisation identify individual users and groups through a customised numbering system.

For the Gongan and other customers, highly skilled Tait staff are constantly setting new levels of performance to maximise efficiency, and are supported by some of the world's most advanced technology.

'Continuous improvement' is the manufacturing philosophy at the core of the Tait Management System (TMS), a comprehensive company-wide quality programme hosted on-line and accessed by the global support team. This system instantly advises each team of any new areas of improvement. TMS is one facet of the consistent application of Tait's quality controlled procedures to standards over and beyond the already stringent ISO 9001 accreditation.





Sales and Support

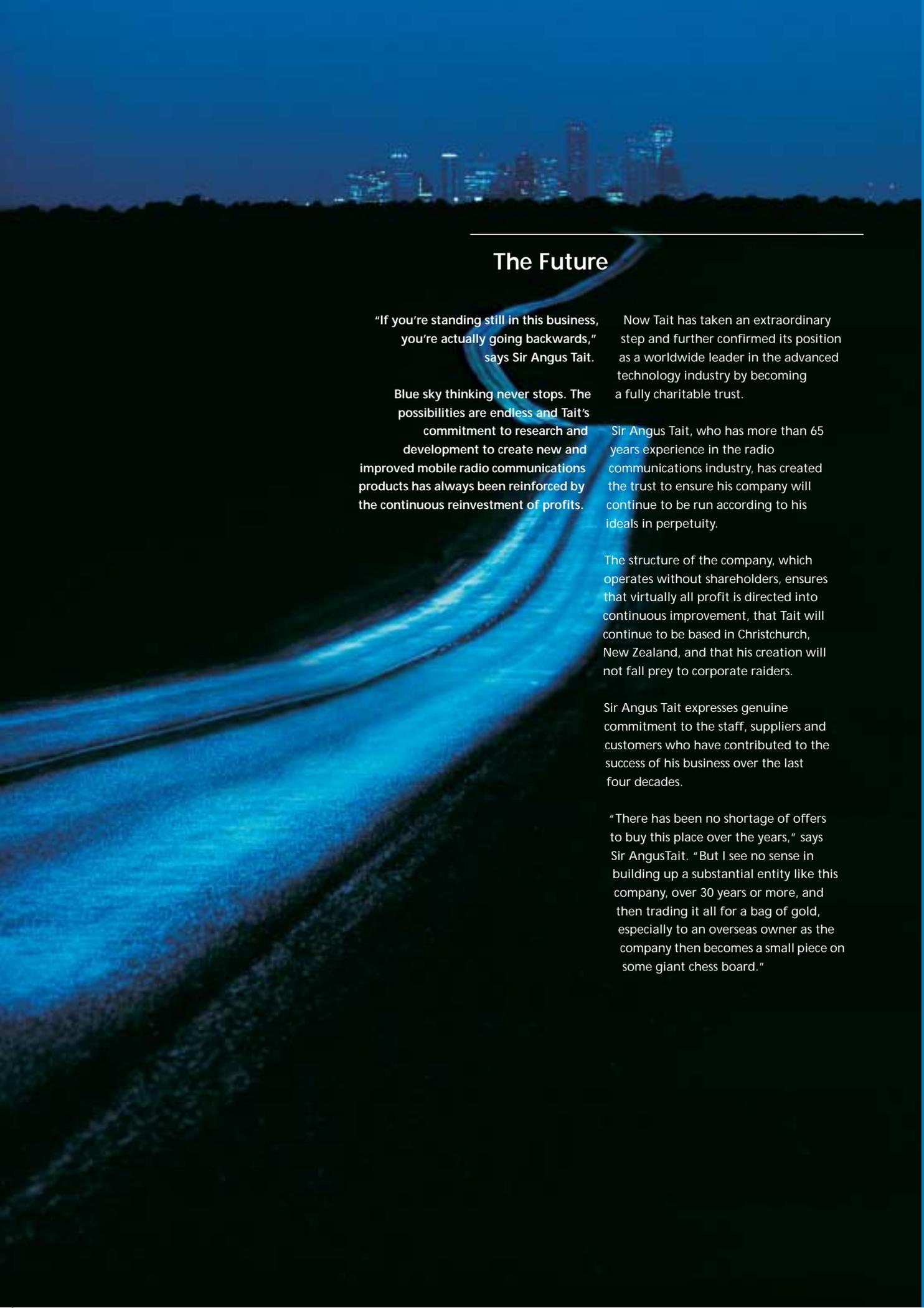
Excellent service goes well beyond the sale. Acutely aware of the need to provide consistent and utterly dependable products and systems, Tait has a policy of effectively supporting every product sold.

Authorised Tait representatives and their qualified staff are trained to provide the highest levels of service in about 160 countries around the world.

As part of its commitment to customers, Tait also offers a remote monitoring service for major systems, web-based technical support and extensive training in the operation of all equipment.

A highly effective communications solution including a remote monitoring service was requested for the guerilla-occupied Colombian jungle where a major international oil company has experienced extreme issues of security and staff safety. Tait installed a multi-site TaitNet system with hundreds of intrinsically safe portables and mobiles. Tait Custom Integration (TCI) also developed an innovative changeover module that automatically activates standby base-station equipment in the unlikely event of a malfunction.





The Future

"If you're standing still in this business, you're actually going backwards," says Sir Angus Tait.

Blue sky thinking never stops. The possibilities are endless and Tait's commitment to research and development to create new and improved mobile radio communications products has always been reinforced by the continuous reinvestment of profits.

Now Tait has taken an extraordinary step and further confirmed its position as a worldwide leader in the advanced technology industry by becoming a fully charitable trust.

Sir Angus Tait, who has more than 65 years experience in the radio communications industry, has created the trust to ensure his company will continue to be run according to his ideals in perpetuity.

The structure of the company, which operates without shareholders, ensures that virtually all profit is directed into continuous improvement, that Tait will continue to be based in Christchurch, New Zealand, and that his creation will not fall prey to corporate raiders.

Sir Angus Tait expresses genuine commitment to the staff, suppliers and customers who have contributed to the success of his business over the last four decades.

"There has been no shortage of offers to buy this place over the years," says Sir Angus Tait. "But I see no sense in building up a substantial entity like this company, over 30 years or more, and then trading it all for a bag of gold, especially to an overseas owner as the company then becomes a small piece on some giant chess board."



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