

**Traditional - Innovative**

# **ROCKSON**

## **AUTOMATION**

**Maritime Automation**

**Systems, Solutions and Services**

## Corporate Governances

**ROCKSON** is providing automation solutions with its own state-of-the-art system.

In combination with our project management capabilities we are realising systems for newbuildings and retrofittings.



**Relying on this project business we feel obliged to our principles :**

- Considering and accepting the needs of the **market**, the **customers** and our **own enterprise**.
- Successful project management means **cooperation** with the customer.
- Our economical focus is a **sustained benefit**.
- The **wealth of experience** of all enterprise members and partners will be appreciated and comprised.

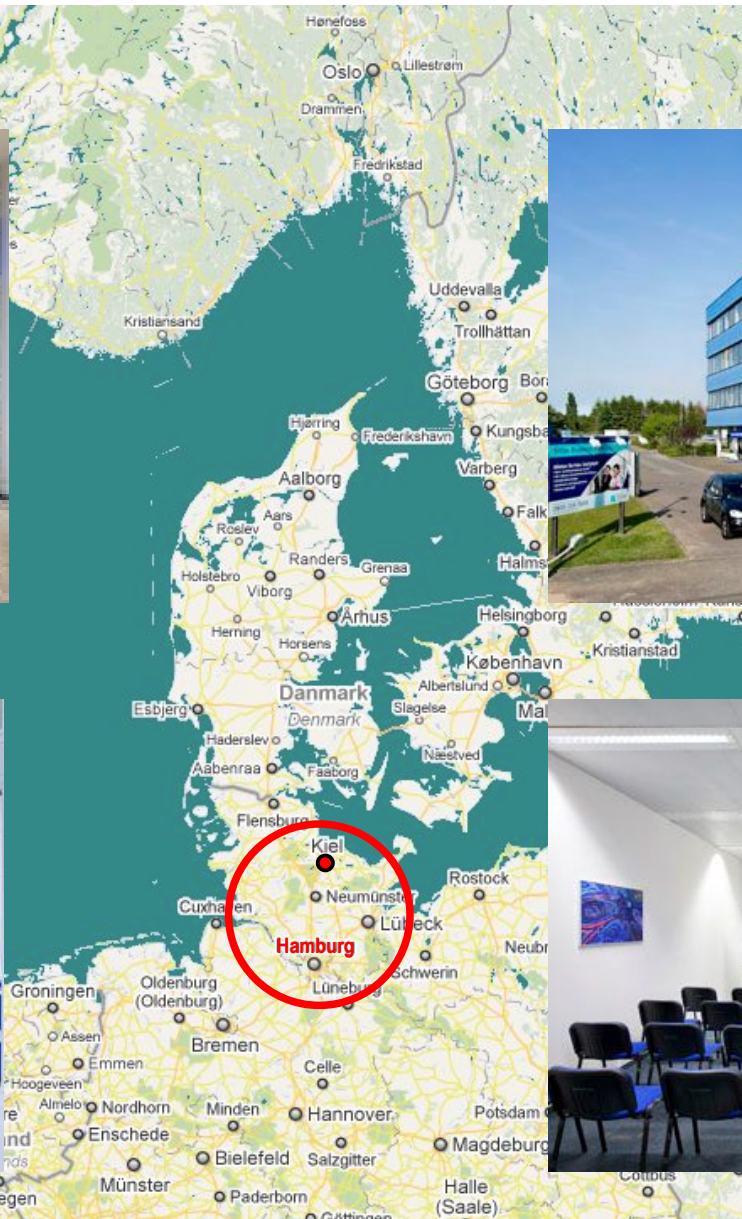
## Continuing our way ...

- Starting 1<sup>st</sup> of July 2010 we developed our own future proof automation system using the company members longtime experiences and knowledge combined with state of the art technology.
- Project Management, especially for our own automation system, is our preferred value creation.
- Shipbuilding and shipping is our market.  
Our focus is on merchant ships, special vessels and megayachts.
- The management team is well known in the maritime business, their technical and economical potential is the basement of our enterprise.

**With experience, an outstanding partner concept and innovative products  
ROCKSON AUTOMATION  
stays on a sustained and profitable basis.**



## Enterprise Location



## The Management Board



**Harald REGER**

**Sales & Project Management**

application oriented  
problem solver

- analysis and system design
- projectmanagement



**Hartmut VOGEL**

**Operations**

mediator between

- technics and corporate management
- operational / strategical corporate governance



**Uwe SCHULZE**

**R & D**

visionary realist

- future proofed concept development
- global integration



**Renee ROBER**

**R & D**

hard- and firmware provider  
with references to

- product needs
- maritime environment challenges
- compliance to engineering standards

## Company Facts

- Today: 9 experienced company members  
Planned for 2013: appr 15 persons
- 2011: >10 projects to be delivered
- Actual nominal capital stock 160 T€
- Company **group** is composed of international shareholders.  
(Germany, Europe, Asia)
- Current international **sales representatives**

Europe	esp. Scandinavia
Shanghai / China (PRC)	Singapore / SE Asia
Taiwan (ROC)	
- Company performance is guaranteed by means of a **coalition** of maritime suppliers and system providers.





## Remarks on shareholder and partner Jason

Jason Marine Group Limited



Singapore Head Office: 194 Pandan Loop #06-05, Pantech Business Hub, Singapore 128383

Jason is a shareholder of Rockson. Objective was to be able presenting an independent automation supplier and its products within the portfolio of Jason.

In progress:

- Jason will promote Rockson Automation in **Singapore** with automation trained sales agents. They will care about individual needs for offshore industry.
- The brand **ROCKSON** was presented on exhibition SeaAsia / Singapore in April 2011.
- Maintaining a group office in **Shanghai**  
Jason will be a local representative for Chinese shipbuilding demands.



## Remarks on partner Marine Control Services - MCS

Marine Control Services AS  
Øvre Eikervei 83, 3018 Drammen, Norway

MCS offers products, engineering- and consultancies services within marine technical systems for newbuildings and retrofits. Longterm experiences in ship operation process makes MCS a conspicuous partner for suppliers, owners and shipyards.

Rockson's close relationship to MCS means a valuable access to the Scandinavian market.

### Projects

- For realization of own projects MCS has to rely on an independent Automation System that is unique in the Skandinavian market. Close partnership and technical discussion with Rockson ensures a feeling of product ownership that enables MCS to take over full technical and financial responsibility for own projects.

### Status

- All projects made by MCS will be engineered on base of Rockson Evolution V5.
- Common appearance on exhibition Norshipping / Oslo in 2011 was successful.





## Remarks on partner Reson

Reson Electronics Technology Group

Kaohsiung Head Office:

12F, No.1-26, Kuoh Jiann Rd.  
Chien Chen Dist.  
Kaohsiung City 806, Taiwan

Since the 1980s Reson is providing services for Communication and Navigation equipment in Taiwan.

Automation is covered only for Commissioning support.

Increasing demands in ship automation and establishing close relationship to Rockson with its product led to founding of an individual automation department.

Currently:

- Reson is promoting and representing Rockson Automation in Taiwan.



**RESON Electronics Technology Group**

ISO 9001  
DNV  
REGISTERED FIRM

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**Established**  
September 1981

**Foundation**  
Capital: US\$ 2,000,000  
32 employees, included 19 engineers  
Service Stations: Kaohsiung, Keelung, and Taichung  
Service Agent of 20 major makers worldwide  
Well trained technical team  
800 customers all over the world

**Main Business**  
Marine Navigation  
Communication  
Marine Automation  
Radio Survey & VDR Survey (APT)

**Target Market**  
International Shipping  
Shipyards  
Government and Navy

**Performance**  
Marine electronic repair: 150,000 cases  
New building commissioning: 300 vessels  
CSBC satellite supply communication  
Navy supplier and service contractor  
Coastal radar integration

Atlas ChartPilot 1000

## Coalition of companies

- Rockson has established an internal partner concept

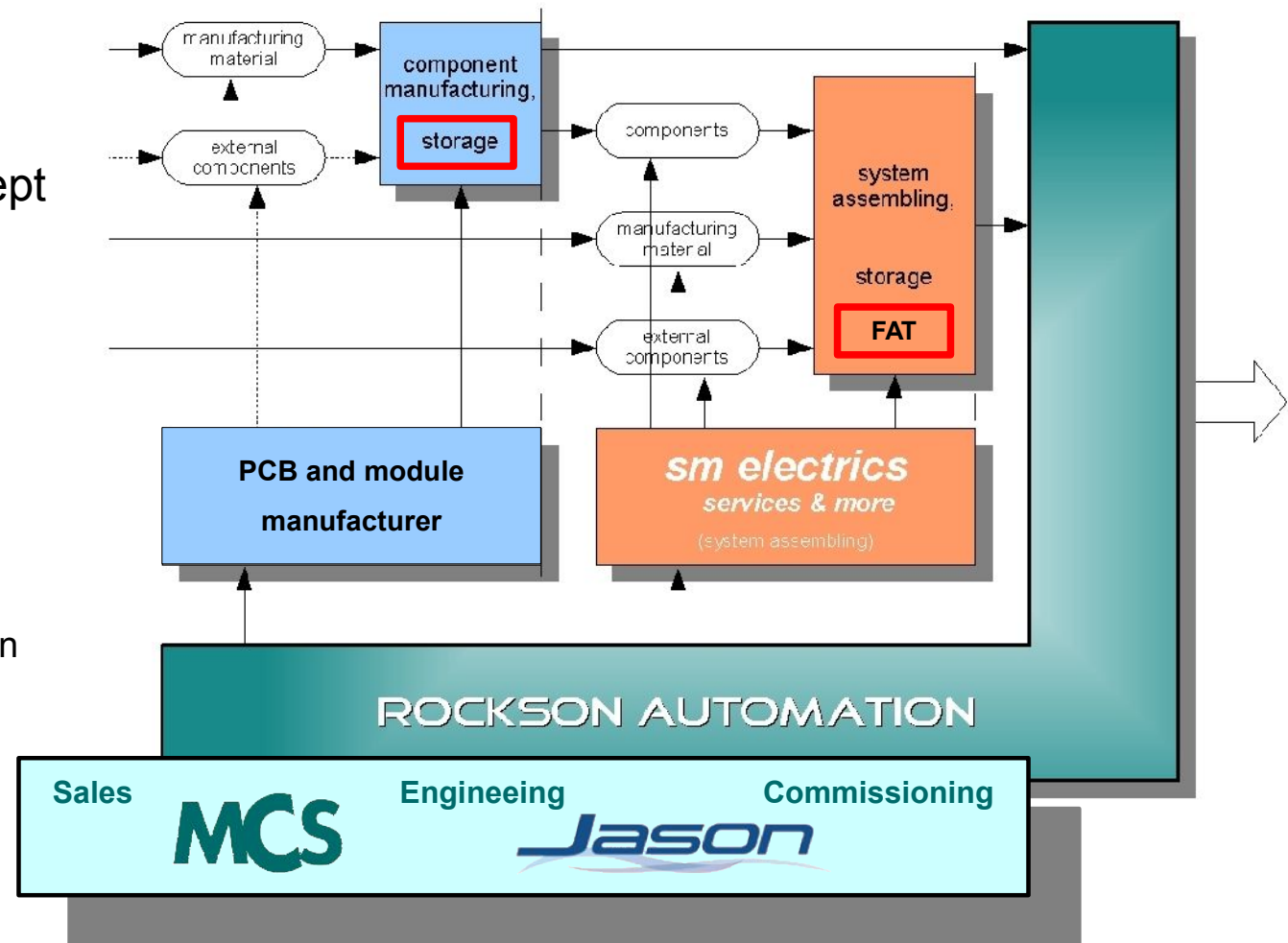
50 staff members  
manufacturing

9 developer

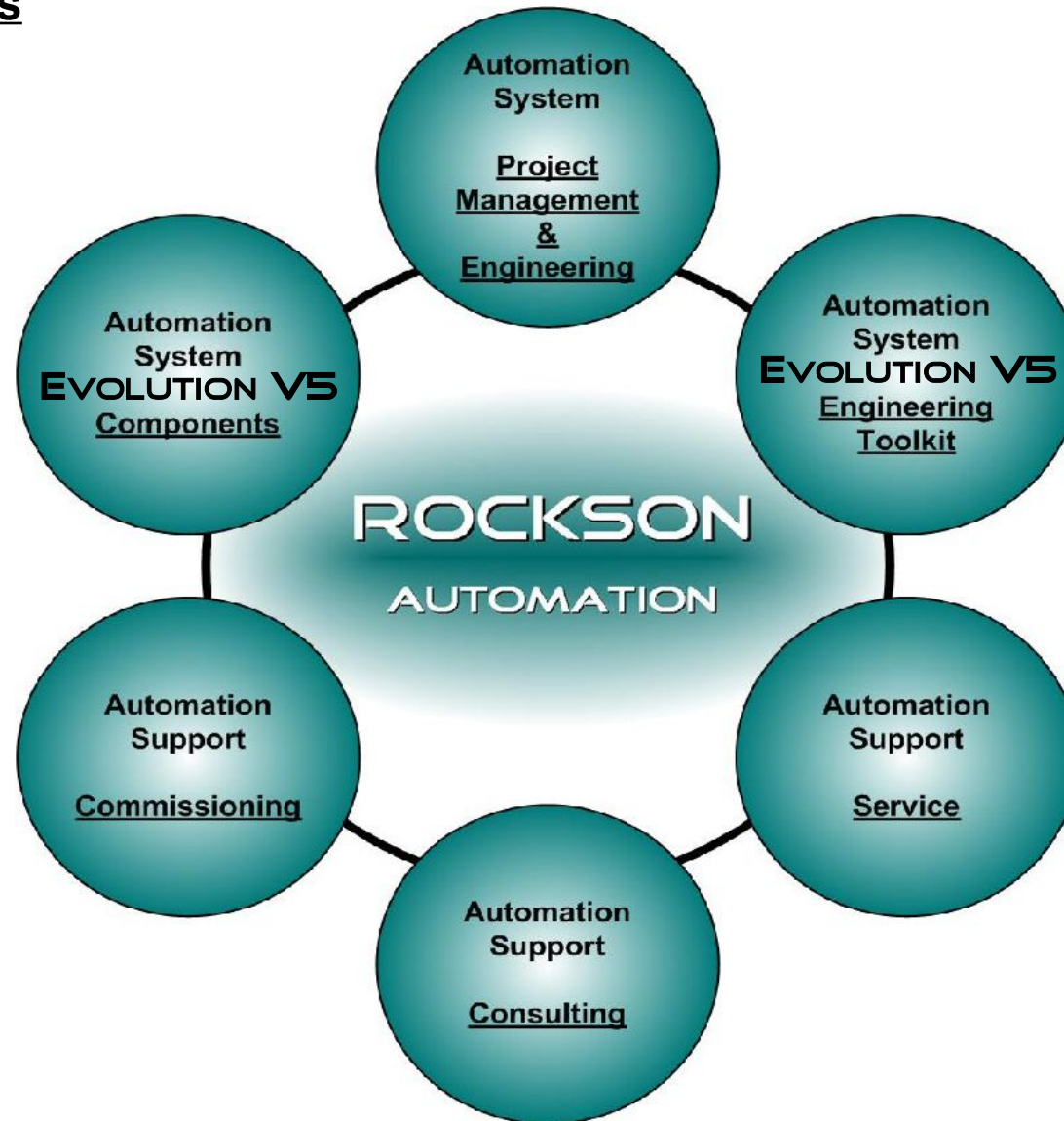
6 project manager

15 staff members  
support, administration

(numbers without Jason)



## Business Activities




## Business Activities





**Traditional - Innovative**

The logo for Rockson Automation is centered on the slide. It consists of the word "ROCKSON" in a large, bold, white, sans-serif font with a black outline, and the word "AUTOMATION" in a smaller, bold, white, sans-serif font with a black outline, positioned directly below "ROCKSON". The text is set against a light blue, horizontally-oriented oval background that has a subtle gradient and a fine, wavy texture.

**ROCKSON**  
**AUTOMATION**

**Founded to meet customers' needs,  
experienced to serve the maritime market.**