



World Reach Limited  
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The Manager

Company Announcements Platform

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## **Beam & Traffic Technologies Limited to launch Satellite Emergency Calling Solution**

World Reach Limited subsidiary Beam Communications Pty Ltd has today entered into an agreement with Traffic Technologies Limited for the joint development of a new satellite based emergency calling solution.

Drawing on the expertise of Traffic Technologies current brand of emergency telephones, Clearsonics. Beam will leverage this expertise to fast track the satellite product to market. The Clearsonics emergency telephones are a proven and accepted product and have been widely deployed on major projects throughout the world on major highways, railway lines, parking garages and the like.

Beam will provide Clearsonics the opportunity to provide solutions with inbuilt satellite technology, dramatically increasing the reach and application of these emergency calling solutions throughout the world.

The product once completed will be sold under the Clearsonics brand and will reference the satellite interworking being "Powered by Beam". Through Beam's contribution to this project Beam earns the rights to be the exclusive distributor of the Clearsonics product for Canada, USA, South America and Mexico.

The opportunity for the company to partner with Clearsonics on this key product development will further enhance Beams overall position in North America and demonstrates the level of Beam's expertise in various market applications.

The product should be ready for commercial shipping in Q2 of 2010 with the appointment of preferred partners in North and South America in the coming months.



### **About World Reach Limited**

World Reach Limited is an Australian publicly listed company, with strategic ownership of companies involved in the design, manufacturing and distribution of equipment, applications and services to the global needs of Information Communication & Technology markets. World Reach Limited is an Australian publicly listed company, owning 100% of Beam Communications Pty Ltd.

More information [www.worldreach.com.au](http://www.worldreach.com.au)

### **About Traffic Technologies Limited**

Traffic Technologies is Australia's premier total traffic solutions company, providing solutions ranging from the latest LED traffic lights to nationwide traffic management services, signage, equipment hire and affiliated services. Clearsonics specializes in the development of emergency calling solutions for the global markets.

More information: [traffictld.com.au](http://traffictld.com.au) & [clearsonics.com.au](http://clearsonics.com.au)

### **About Beam Communications Pty Ltd**

Beam Communications Pty Ltd is a wholly owned subsidiary of World Reach Limited; The Beam Communications subsidiary was established in 2002, making a substantial investment in the development and manufacturing of Remote Satellite Communications solutions for the global telecommunications market.

Beam was the first company to design and manufacture a fully compliant POTS emulation phone service for the Iridium Satellite network using its Remote Satellite Terminals. Now one of the leading global manufacturers of satellite communication equipment, Beam offers the widest range of Iridium solutions across all market segments.

Beam solutions are deployed into a wide range of vertical markets including Maritime, Transport, Government, Defence, Mining, Construction, Forestry, Emergency Services, Relief Aid, Telemetry and Rural Telephony.

Beam prides itself on its ability to develop broad market applications as well as specific dedicated products and solutions.

More information [www.beamcommunications.com](http://www.beamcommunications.com)

Yours faithfully



Michael Capocchi

Managing Director