



Press Release

Poynting – the preferred choice in the international arena

Poynting's range of LTE, IoT and M2M range of antennas has seen consistent growth, not only locally, but in international markets, being the chosen brand amongst competitors from other countries. Poynting has taken the time to find out exactly why their South African designed antennas are so popular. As specialists in innovation, design, integrated antenna solutions, and software primarily for wireless highspeed data application they were delighted to see that their locally designed products are so highly regarded.

Poynting distributes antennas in many EU countries, as well as in the UK, USA and Australia.

Norway is one of the larger distribution areas and when we asked Havard Vinsrygg, CEO of EMCOM AS they had the following to say:

“Norwegian countries are not as densely populated as the rest of Europe and we have many remote customers which cannot connect to their network with cable or fibre. Therefore, we successfully distribute Poynting’s high gain outdoor antennas which cover the 450 MHz LTE band as well as the 1800Mhz-2170Mhz frequencies. Norway was one of the “early adoptors” (in Europe) of fixed wireless through us making us of the Poynting high gain MiMo antennas.

As many farms and lodges (in Norway) cannot have fibre access to their homes the demand for Poynting antennas will still increase consistently in Europe – which means there is still a huge untapped market for antennas in this niche.

Poynting antennas are excellent and reliable says Havard Vinsrygg of EMCOM and perform as per spec also in extreme low temperatures (up to -40degrees)

Mr. Ian Ferret, Category Manager of RFI Australia recently shared his reasons for purchasing antennas that were engineered in South Africa, by Poynting:

“It is a high-quality product with a reasonable price tag. Excellent engineering and dealing with friendly South Africans make it a pleasure to support Poynting and to distribute their products in Australia”.

South Africa

Unit 4, N1 Industrial Park
Landmarks Ave, Samrand,
PO Box 76579,
Wendywood, 2144

Media Contact:

Poynting Group
Corinna Howard
Email: info@outlookafrica.co.za
Tel: +27 12 8092784
Mobile: +27 83 2287182

Europe

Regus Business Center
Neue Messe Riem
Kronstadter Straße 4,
81677 München, Germany

Media Contact:

Poynting Europe GmbH
Tjeerd Huitema
Email: sales-europe@poynting.tech
Tel: +49 89 208026538
Mobile: +49 176 529 733 50



Poynting Group

Leigh Robinson | MST Systems Engineer (Australia) says:

"The HELI-003 we use in coal mines for long straight runs giving us Wi-Fi coverage to approximately 1Klm.

The HELI-004 we use in the tunneling projects where we don't have as long a straight run, and the tunnels are between 4 – 6m in diameter. These typically achieve around 500-600m.

"I have performed Wi-Fi survey's underground in a 6m diameter tunnel in Singapore using the HELI-004 and a 15dBi Yagi, the HELI-004 out preformed the Yagi by a factor of around 40% greater distances", says Leigh Robinson.

Poynting's (HELI-3, 4 and 8), were developed at WITS. A unique antenna in the world that was designed to optimally work in a tunnel and was tested in South African mines 20 years ago.

Due to a specialised in-house coating process, these antennas are also certified intrinsically safe which means they can be used as part of an intrinsically safe communication system needed in coal mines.

Poynting has a new partner in the USA called USAT Corp.

Products such as the XPOL-0002 are distributed by USAT Corp.

Their comments, when asked "why Poynting antennas from South Africa?"

They stated that Poynting products are a unique balance of construction, quality and performance. In coastal areas with harsh conditions our product outperformed environmentally. Xpol-13 Antenna is ready for the 3.5GHz innovation band.

Chris Hilberg, CEO in Germany says" We started working with Poynting in 2008. We decided to go with this South African company because of the expertise they have been showing from the first moment. All the antennas are products of high level development engineering and have proven their quality and functionality in the most difficult environments in South Africa. This convinced us that our decision would result in a big benefit regarding our business path into a wirelessly connected digital future. Not to mention that working with Poynting's people is always a pleasure, because of their warmth, friendliness and co operational attitude.

William Ingram, CEO of Communica SE in Sweden had the following witty quotes when asked why he purchased Poynting Products for distribution in Sweden:

South Africa

Unit 4, N1 Industrial Park
Landmarks Ave, Samrand,
PO Box 76579,
Wendywood, 2144

Media Contact:

Poynting Group
Corinna Howard
Email: info@outlookafrica.co.za
Tel: +27 12 8092784
Mobile: +27 83 2287182

Europe

Regus Business Center
Neue Messe Riem
Kronstadter Straße 4,
81677 München, Germany

Media Contact:

Poynting Europe GmbH
Tjeerd Huitema
Email: sales-europe@poynting.tech
Tel: +49 89 208026538
Mobile: +49 176 529 733 50



Poynting Group

Have you ever seen the movie “The man that knew infinity”?

It is about a poor Indian man who lived 100 years ago that despite having no education was a Math genius. He started working for an accounting firm and they got him over to Oxford in England. Where he made ground breaking advances in the study of Mathematics. The point being that a genius can be born anywhere, and we need to recognize that and not be prejudice to their background.

So, the reason we buy from Poynting is that there was an antenna genius born in South Africa.”

It seems like South African Engineered products enjoy the respect they deserve and Poynting is ultimately enjoying the increase in Sales abroad.

With an ever-increasing portfolio of product Poynting intends to further deepen their foot print globally.

Michael Howard, CEO of Poynting had the following to say regarding the comments of their international partners, “The value of a product to the customer is not determined by price, but a combination of factors that fulfil and satisfy the customer requirement. We believe this is the reason why our customers choose Poynting above many other options on the market.”

Compared to other antennas - Poynting products are being chosen because:

- Poynting stated performance metrics are real. Many of the competitors stated performance metrics are incorrect and do not hold up under competitive benchmarking when put to the test
- Antenna specifications are meaningful and applicable according to academic and scientific methodologies for quoting performance
- Superior mechanical design for more extreme and rugged environments.
- Speed of design and development

South Africa

Unit 4, N1 Industrial Park
Landmarks Ave, Samrand,
PO Box 76579,
Wendywood, 2144

Media Contact:

Poynting Group
Corinna Howard
Email: info@outlookafrica.co.za
Tel: +27 12 8092784
Mobile: +27 83 2287182

Europe

Regus Business Center
Neue Messe Riem
Kronstadter Straße 4,
81677 München, Germany

Media Contact:

Poynting Europe GmbH
Tjeerd Huitema
Email: sales-europe@poynting.tech
Tel: +49 89 208026538
Mobile: +49 176 529 733 50



BLOODHOUND SSC
THE ADVENTURE BUILDS WWW.BLOODHOUNDSSC.COM



www.poynting.tech

Poynting Group

Issued on behalf of **Poynting Group** by **Outlook Africa**.

Poynting Group:

Poynting innovates, designs and manufactures integrated antennas solutions primarily for wireless high-speed data applications such as 4G LTE residential as well as B2B, antenna solutions for GSM, M2M, DTV (digital TV) and other CPE applications within the telecommunication, broadcast and consumer market. Based in Samrand South Africa, Poynting is the proud holder of more than 50 patents widely used in its unique antenna solutions for enhanced wireless communications for LTE, 3G, Wi-Fi, RF and other applications.

Poynting was founded on the deep knowledge and understanding of the principles of electromagnetics, RF propagation, antenna design and development. Poynting employees include graduate as well as professionally registered engineers with doctorate level expert knowledge of the technology and the industry.

Poynting has legacy of innovative design and delivery with customers and partners worldwide.

The approach has resulted in extensive Intellectual Property (IP) with over 50 patents and registered trademarks.

www.poynting.tech

South Africa

Unit 4, N1 Industrial Park
Landmarks Ave, Samrand,
PO Box 76579,
Wendywood, 2144

Media Contact:

Poynting Group
Corinna Howard
Email: info@outlookafrica.co.za
Tel: +27 12 8092784
Mobile: +27 83 2287182

Europe

Regus Business Center
Neue Messe Riem
Kronstadter Straße 4,
81677 München, Germany

Media Contact:

Poynting Europe GmbH
Tjeerd Huitema
Email: sales-europe@poynting.tech
Tel: +49 89 208026538
Mobile: +49 176 529 733 50