



# peiker press

2021/2022 ISSUE



Susanne Peiker, 2018

# Shaping the future TOGETHER

After six months at peiker, I said to my wife: "Well, I won't be staying here too long!" But, what can I say, I did stay and we have achieved a lot in that time. After more than 20 years at the company, I am still able to contribute to the company's history even now.

The Peiker family has been in business for 75 years now and the company is now managed by the fourth generation. You can see the results. The focus has always been on communication and how it can be improved. This special anniversary issue of our company magazine, peiker press, provides details of the company's history, as well as the development of products such as microphones, loudspeakers, radio equipment and hands-free systems. On the following pages, you will find exciting background information on the invention of the piezoelectric microphone, a helium balloon's journey towards the edge of space, and how a peiker product ended up in the Himalayas. From development to manufacture to sales – to this day, the Peiker family companies manage all areas.

The idea behind this is quality from a single source. It's certainly not always easy to work with the Peiker family but then it's not always easy to work with me, either (wink). At the end of the day, it's the results that count. Deciding against supplying communications systems to premium vehicles and having the courage to implement a "restart" was probably the biggest decision to which I contributed during my time with the company. We have gradually come a little closer to transferring our decades of business experience to other areas of application. The latest projects relate to the development of new markets, such as retail, aviation and the emergency services. We will also report on that in this issue – always with a view to the future.

I am excited to see what the future holds and how we will be able to draw on the synergies of our internal company network. Pioneering projects are certainly in the pipeline – I can promise you that!

For now, I would like to take this opportunity to congratulate everyone on the anniversary. I am proud and grateful to be part of this history and hope you, our dear readers, enjoy taking a trip back in time with us in this issue.

Yours,

A handwritten signature in black ink, appearing to read 'R. Bensing', with a stylized, flowing script.

Reiner Bensing  
CEO

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peiker Holding GmbH  
Gartenstraße 25  
61352 Bad Homburg v. d. H., Germany  
info@peiker-holding.com  
www.peiker-holding.com

### **Responsible for content:**

Kristina Fascher

### **Design and editor-in-chief:**

Nathalie Stark

### **Editorial team:**

Ann-Kathrin Göricke, Felix Peiker, Boris Potschubay

### **Layout:**

Arts & Others Communication GmbH  
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OF TOMORROW



# 75 YEARS of peiker

## Necessity is the mother of invention!

The Second World War left deep scars. In addition to the unimaginable loss of human life, the Frankfurt area was also dominated by almost unbearable images of destruction. Worn down by the many terrible years of war, the people had to process their own traumas and summon whatever remaining strength they had to rebuild. However, despite all the physical exhaustion, nature was ever present. Nature has the power to cover a fallen tree with ivy, lending what had merely been a sad sight a new kind of charm.

The young man bashfully searches the shelves of the haphazardly rebuilt corner shop. The selection of products is very limited – with the effect that his lengthy searching is spotted by the gaunt, haggard-looking shopkeeper. She kindly asks him what he's looking for and whether she can be of any assistance. His face with its fine features turns red. "I would like to buy a packet of condoms, please," he says with his eyes on the ground. The corners of the old woman's mouth twitch and it seems as if she might smile. "Yes, yes, romance – how nice that you don't want your girlfriend to get pregnant again in times like these!" The man grins while the shopkeeper reaches under counter and produces a small packet of condoms like a priceless treasure and sells it to him for a bargain. He stows his change in his pocket and holds on tight to the packet of condoms while giving the smiling woman a friendly look over his shoulder as he leaves the shop.

At home, his wife Tatjana opens the door for him, holding their first baby, Klaus. Heinrich plants a tender kiss on each of their foreheads, asks to be excused and strides into his makeshift study, where his father-in-law, Paul Beerwald, is already waiting for him. Heinrich gives Paul a smile, opens his palm and places the packet of condoms on the ramshackle table. He carefully opens one, aware of the scarcity of the material. They unwrap it, stretch it slightly and roll it down over a cleanly milled narrow metal tube. The manufacturing concept for the microphone capsule was born!

The thin layer of latex formed the membrane that translated the sound waves into sounds, just as the eardrum does. Engineer Paul Beerwald, who had now found his true passion – apart from his career and car racing, that is – supported his innovative son-in-law with his exceptional hearing. Meanwhile, Tatjana was dedicated to their first son. She often mourned the loss of her carefree student life. She had studied chemistry in St Petersburg and when Goebbels held an anti-Soviet speech in 1936 she was imprisoned for six months in solitary confinement after having been accused of publicising this speech. Instead of continuing her studies, she was imprisoned and was woken up every hour during the night. The extreme sleep deprivation left the already delicate woman emaciated.

She was finally released in 1937 and had no idea that she would soon meet her future husband Heinrich Peiker in Magdeburg. Before the outbreak of war, he worked as an electrical engineer at electrical engineering company Hartmann und Braun. His superior Siegfried Hinrichs ensured that his gifted employee could return early from the Russian front to Frankfurt in 1944 with "indispensable worker" status in order to develop new innovations for the company. During the war, he had also had to face unimaginable scenes, experiences and challenges and, as a result, it is understandable that he wanted to give free rein to his vision after all these hardships. In the evenings when he returned from work, he worked on his ideas, tinkering with this and that. Tatjana observed him doing this and she realised with pride and humility that, with their strength and iron will, they would both get through these difficult, painful times.

"Do you want to go for a drink with us at the 'Goldener Korn' tonight?," Heinrich is asked by his colleague Hans. Heinrich politely declines and gives his wife and son as his excuse for missing the regular get-togethers. As actually quite an outgoing person, he had directed his focus elsewhere. These sorts of pub discussions were not the kind of distractions he particularly liked.

He often sought out peace and quiet and went for solitary walks, giving his creative technical ideas free rein, sitting on a fallen tree trunk, thinking back to the war years when such a tree had provided him with protection. Now, instead of hiding behind it, he sits down on the rugged bark, brings out his small, leather notebook, sharpens his blunt pencil with his pocket knife, breathes in the scents of nature, listens to the birdsong and immerses himself in his world of ideas, replete with technical plans and concepts. He draws circuit diagrams, microphones, crosses things out, changes them, adds things, improves, rejects, doubts, delights and creates! After several years, all of his hard work pays off after listening to his inner voice telling him: "Heinrich – you can do it!"

In 1946, the family is joined by another son, Peter, whose sunny, cheerful nature brings joy to the little family.

On Peter's fifth birthday, Tatjana gave birth to their third son, Heinrich Andreas. Later, Peter would often repeat the tale that he was gifted a baby brother on his fifth birthday.

The sons grow up and, with them, the company H. PEIKER Fabrik piezoelektrischer Geräte. After the foundations for the company were laid in the attic apartment in Jacobistraße 6 with the development of a microphone in 1946, then in rented space in Höhestraße 10 in Bad Homburg, the company moved to Gartenstraße in Bad Homburg / Ober-Eschbach in 1960 following a fire above a workshop in Gonzenheim. The



company had now moved into its own site for the first time. Heinrich and Tatjana had been able to make their vision a reality thanks to their own strength and willpower. They employed new staff and offered a wider product range.

The burgeoning economy and desire for progress also aided the company's growth. In addition to the hard work and growing responsibility for their employees, Heinrich and Tatjana also continued to grow in their private lives. They moved into a beautiful house with garden in Bad Homburg and were delighted to be able to give each of their sons their own room. When Heinrich bought himself a Mercedes, little Heinrich junior was probably happiest of all.

His DNA is of course made up of the four organic bases adenine, thymine, cytosine and guanine, but probably also includes a sprinkling of cars, control, focus and innovation.

His parents' experiences in the war would not remain the only blows experienced by the family. Tatjana Peiker fell ill and, almost at the same time, the cheerful Peter, who was studying law in Heidelberg at the time, experienced his first symptoms of MS. These severe illnesses shook the family to its core. Because Tatjana not only had to contend with her own illness but also needed to spend a great deal of time looking after Peter, she was no longer able to look after Andreas as well as she would have liked.

Andreas had to attend a boarding school for a year and a half – something that remains a painful memory for him to this day. So he was all the happier once his mother had recovered and he could come to live at home again. Instead of working hard at school, he was building detectors and sketching cars of all kinds – highly aerodynamic and of course with all the horsepower available! Even if the mother would most likely have been happier if her youngest had dedicated half as much time to learning his vocabulary lists, she kept all of his sketches, which have been framed and can now be admired in all their glory.

The three sons completed their studies and vocational training in completely different areas of interest. Andreas, who initially studied business, followed his father's wishes and switched to

electrical engineering, which later turned out to have been a very good choice. Everyone knows about differences between siblings and about factors that can lead to disagreements within families. However, Heinrich and Tatjana Peiker viewed each of their three sons with pride.

Klaus played the piano and loved painting, Peter went on to become Chief Magistrate for the City of Frankfurt and Andreas was chosen to follow in his father's footsteps with the business.

His older brothers were not necessarily on board with this decision. Such a decision by a father can lead to latent disagreements and rivalries between siblings. Andreas tried to live up to his father's wishes and started putting his every effort into the family business.

He took on more and more duties, implemented his ideas, often visited trade fairs and manned the stand, held business meetings, visited manufacturing facilities, checked the products, dictated letters, took on more and more responsibilities and hired new staff.

In 1983, Heinrich Peiker had a fall, was badly injured and lay in a coma in Karlsruhe for a while. When his condition appeared to have stabilised, Andreas travelled to the CeBIT trade fair in Hanover in order to keep important appointments. When he walked up to the trade fair stand, he was met with the shocked faces of his colleagues, who had to tell him that his father had just died. Stricken, he returned to his family.

Heinrich Peiker died on 15 April 1983 and the family was paralysed by grief. Andreas was now to inherit his grandfather and father's business at the age of 31. Some of his detractors doubted he would be able to succeed, or denigrated him in order to make themselves look better. But, like a beautiful star in the heavens, Andreas' father guided his son's every step. Following some initial teething problems, the company soon outgrew its headquarters in Bad Homburg / Ober-Eschbach and moved to Friedrichsdorf, where it continued to expand. Subsidiaries were established in France, Italy, the US and China and new products were developed. The company established another manufacturing plant in Mexico and a great number of expert, hard-working staff contributed to this success.

The motor behind it all was always Andreas, whose short, fast gait and drive for perfection were able to cause palpitations in the occasional staff member, and still can.

His ability to detect the one broken microphone from the huge number produced matches his ability to detect yoghurt that has gone off in the fridge. In such cases, i.e. when things get really stressful, Monika Chaplar and Biljana Bojkovic receive my request to plan and implement my next business trip abroad with the greatest possible haste. Having Peiker DNA can be a huge strain.

When Andreas sold the Teltower in Berlin in 2014, I was the one to advise him to invest in land and property, i.e. to acquire the Hofgut Liederbach livery. If I had had any idea what it would mean to receive lists of shortcomings, tales of horse manure, complaints from people with horses in the stables and whatnot 24/7, 365 days a year, I would probably never have made the suggestion in the first place.

When Andreas noticed back in 2009 that the economic crisis had rendered family-run manufacturing businesses in Germany unable to compete as suppliers to the automotive industry, he searched for solutions and found them – after wrestling with the idea for some time – by selling the large company. After a year of searching for a partner who would continue the family values, we were badly deceived by the potential buyer. Just after the contract was signed, the vaunted businessmen – all with lovely titles such as CEO – well, it turned out they were all mouth and no trousers. Even after more than five years, they are still living off the jam-packed order books we left behind at PEIKER acoustic. They have hardly gained any new business but have lost plenty.

Within a short period of time, they fired a lot of staff, where protecting jobs at all costs had actually been part of our negotiations. Well, you can say what you like on paper and, as the saying goes: out of sight, out of mind. Our former employees were very disappointed with our decision to sell and many hoped to be able to switch to peiker Holding GmbH, which some of them were able to do. Due to their experiences with the new owner, many of them are only now able to appreciate what it means to be part of a family-run business and not just a cog in a conglomerate machine, where the share price and bottom line are the only things that count. Following the sale, peiker Holding moved back to Bad Homburg / Ober-Eschbach, to Gartenstraße 25 – just 100 metres away from where the original headquarters had been located. The stone bearing the PEIKER name still stands there and harks back to a wonderful time.

Felix and Carina now work at peiker Holding and help their dad, each in their own way and with their own personal DNA, but both delighting in ideas and being aware of their responsibility to their esteemed, hard-working employees. A company, even when it has diversified and scaled back, can still face some nerve-racking situations and issues from time to time. Sometimes, a good wine from Icaro or painting a plate – which Andreas has developed as a hobby – is just what you need. He doesn't draw cars any more but cities that he has recently visited and photographed.

It's clear that once an entrepreneur, always an entrepreneur, but now, aged 70, he is also taking some time for himself!

**Happy birthday, Andreas (70)!**

**Happy birthday, peiker (75)!**

*Susanne Peiker*





Andreas tried to live up to his father's wishes and started putting his every effort into the family business.

# HISTORY in brief



## 1940s CRYSTAL MICROPHONES

Heinrich Peiker and his father-in-law, Paul Beerwald, inventor of the first Russian world radio in 1924, found the company Beerwald & Co., later known as PEIKER acoustic – Fabrik elektroakustischer Geräte Heinrich Peiker GmbH & Co. for the manufacture and sale of piezoelectric and electroacoustic devices.

Crystal microphones are used in hearing aids, among other things. Piezomicrophones, also known as crystal microphones, are also integrated into sound pick-ups in record players and instruments, for example. One enthusiastic customer of crystal microphones is musical instrument manufacturer Hohner, which is set to become a market leader. The peiker microphone is small enough to be fixed directly onto its instruments.



## 1950s DYNAMIC MICROPHONES

The American balloonist David G. Simons is the first person to ascend to the edge of space to a height of 30,000 metres. A peiker microphone is integrated into his helmet.

Heinrich Peiker also starts to develop dynamic microphones such as the TM24, which, in addition to being used in recording studios, can also be used for music production purposes in at-home studios, in amateur workshops or at large-scale events.



## 1960s INDUSTRIAL APPLICATIONS AND PRIVATE RADIO

The company continues to grow and Heinrich Peiker takes the leap into industrial applications.

He starts developing specialist microphones for the German federal railways, Deutsche Flugsicherung air-traffic control services and for emergency call systems.

Very rugged and protected from dust and water: the Intercept DN125 built-in microphone for official applications. The peiker TM70 hand-held microphone for UHER-Report tape recorders is the first microphone to be used on a climb in the Himalayas in order to record the climber's experiences live for the subsequent evaluation of the expedition.

The TM110/TF dynamic hand-held microphone for mobile radio remains popular to this day.



## 1970s

### PRIVATE MOBILE RADIO AND TRUNKED RADIO

peiker introduces the KL1 miniature speaker for mobile radio. To date, this is the industry standard and is part of the equipment used by major car manufacturers in their vehicles.

In the mid-1970s, PEIKER CONSULTING is founded in order to advance research and development separately from the manufacturing side of the business. With the expanded product range, peiker conquers the area of government agencies. Private mobile radio and trunked radio also includes emergency services radio systems, a non-public VHF land mobile service. It is also used by government authorities. In order to supplement point-to-point calls with a mobile phone, it is now possible to make a group call using a radio device. Simultaneous communication with multiple participants is absolutely essential for the fire and rescue services.

Heinrich Peiker also acquires the biggest supplier of injection-moulded parts for the automotive, radio and computer industries, ALLFORM Werkzeug- und Formenbau GmbH & Co. KG.



## 1980s

### AUTOMOTIVE HAND-HELD DEVICES AND HANDS-FREE SETS

In the early 1980s, Andreas Peiker, the son and grandson of the founding fathers, takes over the business and is able to look with pride upon the company's 100 patents both in Germany and abroad.

From now on, peiker starts to make a name for itself in the automotive industry and increases the breadth of its product portfolio.

The first HA10/A10 crashproof hand-held device for mobile communications in the vehicle industry (including for police vehicles) makes its debut and the ME7 hands-free microphone with "low-noise technology" is presented for mobile communication in cars. The peiker car hands-free set is developed for Siemens and the concept behind the first digital answerphone is developed for the entertainment electronics company Alcatel.



## 1990s

### TELEMATICS AND HANDS-FREE SOLUTIONS

peiker enters the innovative field of intelligent transportation systems with its PoleStar product, a telematics system based on mobile phones that tracks vehicles using GPS. The vision: The first in-car emergency call system goes into mass production and would soon become mandatory for all car manufacturers.

In order to be able to sell its own products, the company sets up pei tel Communications GmbH. It becomes a certified radio solutions specialist for the former East Germany and soon becomes a full-range provider of professional communication technologies for wholesale and commercial use.

The focus is always on communication. By the turn of the millennium, peiker has grown from a small company to a market leader for the development and manufacture of communications devices such as microphones, speakers, hand-held devices for radio and mobile telephony. Its main customers include renowned car and mobile phone manufacturers, as well as various government authorities and public institutions.



## 2000s

### INTEGRATION OF CE DEVICES

peiker continues to draw on synergies and works together with computer manufacturer Compaq, the telematics company Tegarom and Mannesmann Autocom to develop vehicle integration of an off-board navigation system. pei tel takes over the entire peiker standard products business area so that PEIKER acoustic can focus exclusively on automotive business.

With ELSA, a manufacturer of mainboards, the company advances in the field of hands-free sets. The multiple award-winning and world's first Bluetooth® hands-free set Uconnect remains on the market to this day in its evolved form as used by car manufacturers Fiat and JEEP®, for example. The iPod® interface kit for Mercedes-Benz Accessories GmbH makes it possible to fully integrate the Apple™ iPod® into a vehicle for the first time and the first iPhone docking station is developed. The in-car emergency call system is further developed for BMW AG and is marketed as the E-Call. With this feature, a SIM card is built into the car that can be used by the driver to notify the emergency services in the event of an accident, or is automatically triggered if the driver is not able to place the call independently.



## 2010s

### UMTS/LTE TELEMATICS CONTROL DEVICES FOR THE NETWORKED VEHICLE

The development of the 3G/UMTS module serves as the basis for what would become E-Call and communications applications and conquers OEM mass production market with its high-speed connectivity modules. Together with the car manufacturers, the German car-sharing schemes car2go and DriveNow become market-ready and are, to this day, an alternative to public transport in major cities. Wireless charging is a new, exciting area of application and is developed based on the WiPower technology from Qualcomm, a major manufacturer of semiconductors for near-field resonance. From this time on, Qualcomm would go on to become one of our biggest knowledge partners. This is followed by the development of the 4G/LTE module for vehicles – data transmission via mobile Internet is another innovation on the market. The BMW Supplier Award in the category

“Connected Drive” from our long-term partner BMW AG confirms that we have played our part in the speedy roll-out of automotive digitisation.

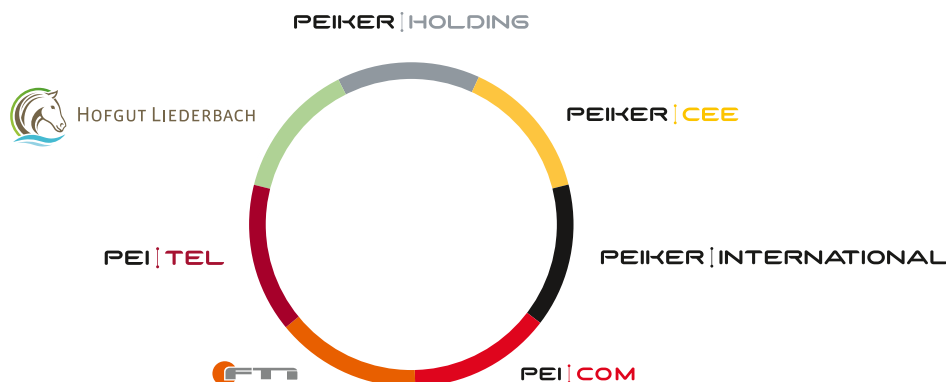


## 2015

### NEW START

Following the financial crisis, business is increasingly tough as a supplier to the automotive industry. The family also recognises that further growth would only be possible for PEIKER acoustic as the technology leader for the networking of vehicles with the outside world if this technology is integrated into the general vehicle electronics. The systems are growing ever more complex. Satnav, which is now available as an option for all new vehicles, the automatic emergency call system E-Call, traffic assist, lane assist and mobile Internet connections – all of this comes together in a single module, leading to the decision to sell the PEIKER acoustic business with its automotive business. The original core area of business for the Peiker family, hand-held microphones and devices, as well as radio technology, remains in the family's hands because pei tel, based in Teltow, had taken over that area of business along with the development and production many years previously and had been separated from PEIKER acoustic long before the sale. Furthermore, in anticipation of the sale, a division of PEIKER acoustic was also transferred to the newly founded peiker CEE and was operated independently by peiker CEE from then on.





The Peiker family companies are united in a consolidated group of companies. This consolidated group includes several companies that are now run by the third generation of the family.

With the classic peiker product range, our many years of experience in the field of acoustics and communication was passed to pei tel Communications GmbH. At the same time, an R&D department was set up in Teltow, laying the foundations for the new area of business. This covers, for example, PTCar-Phone car phones or individual product solutions such as the Z-Tracker personal tracking system and the ecoBART driving style assistant. Furthermore, the range of electroacoustic devices – microphones, speaker, microphone speakers, various complex hand-held devices and other radio equipment – was constantly expanded. One particular area of focus was, and still is, project business and the customisation of projects to the relevant target systems. For over 30 years now, the company has stood for professional equipment for flawless speech and data transmission.

Heading the consolidated group of companies is peiker Holding GmbH, based in Bad Homburg, where PEIKER acoustic had its first site. The holding company promotes dialogue between the various teams, develops joint strategies in consultation with the member companies and is always looking for new projects that can be implemented throughout the group and with the shared resources of the Peiker family companies.

At the outset, no one really believed in a non-automotive product for a supplier to the automotive industry. But the support of Andreas Peiker led to the development of the first CEECOACH, a communication system enabling up to five people to communicate without any interference – no overlapping frequencies, no disruptive background noise. Because more products were to follow, Andreas Peiker founded an independent company called peiker CEE in 2015. The CEECOACH product promotes communication between trainers and students and is particularly popular in the field of equestrianism. However, it also keeps communication links open between skiers and mountain climbers in extreme conditions. Outdoor sportspeople can trust in the reliable connection across distances of up to 700 metres. The CEECOACH communication device was the recipient of the international red dot design award in recognition of its innovative design and also received the ISPO award in 2016/17 from the International Sports Trade Show, which is awarded every year by international experts from the sports industry.

The Hofgut Liederbach livery also serves as a test centre, offering stables for horses and accommodation for their ambitious owners. The products developed by peiker CEE can be tested here under real-life conditions and can be honed thanks to the direct dialogue with the staff at the equestrian centre. The centre itself offers one-to-one training opportunities in dressage, show jumping and eventing. Awarded five stars by the Deutsche Reiterliche Vereinigung e. V. (FN, German Equestrian

Federation) and certified to ISO, it meets every requirement in terms of an all-inclusive service for horses and humans alike.

In order to serve the American market as well, peiker International goes into operation in Dallas. This company serves as the link between the European and American market and distributes products made by pei tel as well as by peiker CEE.

Always interested in innovative companies and individual inventions, FTI Engineering Network GmbH was integrated into the Peiker family network. FTI is a specialist in video-based safety systems, primarily in aviation. With innovative camera, video and sensor solutions, the company makes flying safer, more efficient and more pleasant both inside and outside the aircraft, such as with the camera system for in-flight refuelling. As of 2018, FTI is a Peiker family company and also develops and builds video systems for industrial applications – such as the latest Ambulance Video Assistant (AVA) for the emergency services. Here, doctors can follow the rescue by video camera so that they are more quickly informed about the details of the accident and the condition of the patient upon reaching the hospital.

It's rare that one company functions in exactly the same way as another. As a result, the requirements for product use are also different. This is why peicom GmbH has made it its mission to serve these customer requirements to perfection – both within Germany and throughout Europe. With the combination of standard products, supplemented with our own inventions, peicom offers tailored solutions for the widest imaginable range of applications. These could be based on an existing radio device or be supplemented by new apps we develop, such as peiCHAT, which runs on most smart devices. An all-inclusive service extending from the roll-out of a communication solution to after-sales impresses retailers in the retail, interior design, animal supplies and clothing sectors.



# A look BEHIND THE SCENES

## An interview with Andreas Peiker

For 75 years, the Peiker family has been exclusively focussed on the topic of communication. Inventions and developments of products such as microphones, speakers, radio devices, automotive hand-held devices and hands-free devices, as well as some major patents, are just part of its success story. For example, back in 1957, the first person to ascend to over 30,000 metres in a helium balloon was wearing a peiker microphone in his helmet.

From 1981 onwards, Andreas Peiker was the driving force behind the Automotive business at PEIKER acustic. In 2015, he finally sold the business in order to be able to focus exclusively on peiker Holding and new objectives.

We will now take a look back over the past with Mr Peiker and his own experiences and will find out a little about his vision for the future. We also asked him a few private questions and found out some interesting things about the entrepreneur, but also about Andreas Peiker the family man.

**Life always has its highs and lows. The first company owned by the Peiker family had its origins in post-war Germany. Today, the economy is faced with completely different challenges, such as digitisation, self-driving vehicles and sustainability. What defining moments can you look back on from your career as a managing director? Was there perhaps a time when you considered taking a different path?**

My beginnings were difficult, as you can imagine. After finishing my studies and placement abroad, I first became Head of Production and then Managing Director from 1981 onwards. But I always had my father by my side for support. When he had his fatal accident in 1983, I was suddenly completely on my own. His will was absolutely clear: Whichever one of us was working for the company would inherit it. The other family members had to be bought out.

For this reason, I had to immediately and carefully consider whether the company was actually viable. Investments in our own equipment were long overdue – we didn't even have our own solder bath, for example. But all of the assets went to the family. In order to survive, I pledged our terraced house as collateral. This was used to buy our first solder bath and we fought our way upwards from there.

Another critical point, without a shadow of a doubt, was the financial crisis in 2009. We didn't know if we would survive it financially. Not because customers left but because our customers were no longer selling anything. The Mercedes, BMW and Ford factories were all standing still. Demand for high-end solutions in cars declined by 59%.

**This brings us to the question as to which project or product you are particularly proud of. Was this also your breakthrough?**

The most significant and also the oldest patent is probably the Intercept system. When a train brakes, iron dust is created due to the abrasion of the wheels and rails. Dynamic microphones that house a magnetic core draw this dust towards them and gradually get clogged up. My father, Heinrich Peiker, invented the Intercept microphone, which prevents this! This system is still part of the pei tel product portfolio to this day.

Our core competencies during the PEIKER acustic era were in analogue and digital signal processing. This included developing, constructing, validating and manufacturing hardware and software for vehicle communications, for example. We were the first to install a SIM card in a vehicle's phone receiver, for example – at a time when the mobile phone network (Radio Telephone Network C, C-Netz) was new on the scene. The whole world seemed to follow. Because we had already registered the patent, the mobile phone manufacturers (and later the smartphone manufacturers) had to pay up (winks).

**In a family-run company, solidarity is the name of the game. In order to keep the focus on what's important, it is, however, a good idea to listen to other voices before forming your own opinion. Mr Peiker, you have built up an extensive network. Who has been at your side professionally, or perhaps even personally, as one of your trusted advisers?**

Professionally – I don't really like to use the word 'career' because it seems so pretentious – it was definitely Prof. Dr. Agilolf Lamperstorfer. In the first few years after I took over the company, he was always a great adviser. I still truly appreciate his ability to see the bigger picture.

Within the company, Dr. Paul E. Jacobs, son of the founder of Qualcomm, the world's biggest manufacturer of processors for mobile phones, was and remains a trusty companion. In addition to his actual role as CEO and later Head of the Supervisory Board within his family-run company, he also opened up doors and opportunities to us. His expertise was essential to our technological endeavours.

And I have built up a friendship with Herman Alexander over many, many years. Back then, he was the Canadian government representative for establishing German-speaking companies in Canada. That was his role when my father first met him in Germany in the 1960s. It was Herman who was responsible for the American market becoming the second-biggest source of turnover for PEIKER acoustic by 2015. Some of our biggest clients included car manufacturers Chrysler and Ford, for example.

Privately, and of course this is extremely important, it is my wife, Susanne. She has always supported me and my decisions. We all need someone like that in our lives. Women are more likely to listen to their intuition and are often more careful, which helps them to make good decisions. She has had a huge influence on me and that's just how it should be (winks)!

**When you took over PEIKER acoustic, was there anything that you wanted to do differently from your father? Did you perhaps also have the opportunity to implement your own ideas?**

Oh yes, of course! The idea was to engage immediately with more complex technologies such as car phones, hands-free systems and telematics, multimedia and broadcasting platforms. I initially invested in people, or experts to be precise, and then in machines, such as the solder bath described above, in order to reach this goal.

**In 1983, you took over PEIKER acoustic from your father, Heinrich Peiker. You had big shoes to fill and the position of Managing Director also resulted in significant entrepreneurial and personnel responsibility for a young man who had just entered his 30s. Was this actually your intention when you studied engineering back then, or did you have other plans?**

I actually started off studying business administration in Frankfurt am Main. As a student, I wanted to open up a chain of shops with a friend – a cheese shop with bread and red wine. There is actually already a shop on Eschersheimer Landstraße in Frankfurt that I already had my eye on. But my father talked me out of it. At that time, one of my brothers was seriously ill and the other wasn't interested in the business, so my father chose me as his successor. I broke off my studies, although the experience that I had gathered thus far proved to be very useful later on. I started studying engineering. After graduating, I completed various work experience placements in order to get to know something outside of the family business. Among others, I garnered experience in Gummersbach at Mertens, an electrical engineering

company that manufactured lighting systems. Then I spent a whole year abroad in Canada at the Canadian Imperial Bank of Commerce.

But the entrepreneurial spirit had already been instilled at a young age and started right on our own doorstep. Together with one of our neighbours' boys, I built a shoe rack and polished shoes for anyone on our street who would pay. With my first ever income, I bought a pack of DeBeukelaer biscuits – the ones with the chocolate in the middle (grins). We bought the biscuits from a housewife living in a terraced house. We all always bought our liquorice and sweets from her in the evenings for a few pfennigs.



Crystal microphones featuring the Beerwald system from Bad Homburg

**What do you most enjoy about your job, and which tasks would you rather leave to someone else?**

Developing concepts, preferably in consultation with others, is something I really love. Lutz Richter and I liked getting the lay of the land at trade fairs and through expert discussions on the market. Seeing the success that follows when concepts prove themselves brings me great happiness. When success results from the facts, figures and data and as a result of the correct business decisions, this makes for happy people. And when the numbers look good, this obviously also means more growth for the company.

What I would like to leave to other people sometimes is shouldering a bit more of the responsibility. But of course, that person would have to be willing to take on the responsibility! It's not at all a bad thing to back the wrong horse from time to time. You just stand up and say: "Yes, you're right. Your argument is better. Let's change how we do things." No one loses face by doing this in my book.

When I celebrated my 70th birthday, that's when I realised I was done. I want to leave the day-to-day decision-making to someone else. We recently discussed this in the Advisory Board meeting and stated: We need to find a situation where business owners can focus on a) something we understand and b) something that isn't such a psychological burden so that we can keep going for a long time yet!

**A very straightforward question now: What is your typical Sunday like?**

(Laughs and lets his daughter Carina, who is sitting in on the interview, answer.) Dad always does sport in the mornings – either the running machine or cross-trainer. Then he prepares breakfast – the best breakfast in the world! He really thinks of everything and also clears up afterwards. He then usually joins us at the stables, or we go on a bike ride, go sledging or for a relaxing stroll. We usually see out the day with my brother Felix. He always cooks for us.

He now rarely replies to work emails at the weekend. It didn't used to be like that. Every holiday, every weekend, his BlackBerry was always on the table. Even when he was driving he would dictate messages to the passenger. But it's got much better – we've managed to encourage him to relax and take some time out occasionally.

**What's your motto or philosophy for life?**

You have to make sure you can always look yourself in the eye. A dearly departed friend of mine, Karl Friedrich Eberhard von Heusinger, who managed Quandt for many years once said to me when I was in my mid-20s: "Mr Peiker, remember this: When you retire, you have two options. You're out shopping in town. Either people see you and quickly cross the street so they don't have to talk to you, or people say: 'Oh wow, it's HIM' and they want to talk to you," said Eberhard von Heusinger. He reminded me to take care in my dealings with people. I never forgot that. Of course, I am also emotional sometimes, but it's not always meant the way it comes across. I can only reiterate his advice to everyone.

**2015 – the year of the new start. What motivated you to start afresh and what was your plan to reinvent the business with a constellation of several companies that had little to do with your previous area of activity? What motivates you as a person, and as a business owner?**

I always act in accordance with three elements: One part is investments in securities such as real estate, the second part is the industrial business, and the third part is for investments such as shareholdings.

I also couldn't just chuck it all in after selling off the automotive business of PEIKER acoustic. I recommend taking a gradual transition towards retirement. We also always offer this option to our staff. Many still have much to offer as a result of their professional and personal experience and we are also ageing less slowly.



Familie Peiker



Carina Peiker, Andreas Peiker, Max Peiker (from left)



I still enjoy this line of work. However, I need a dynamic environment otherwise I really suffer. Because only if things are kept dynamic do they keep progressing. This is a great tonic for old age and keeps me feeling young. It's great to still be able to make an impact. And at home, let's be honest, everyone in the family is happy when I've got something to do (winks and grins). Everyone needs to have scope for action.

**In your day-to-day business, you work together closely with your management team. What skills and characteristics do you value in your management team, such as Mr Bensing, who has worked with you now for over 20 years?**

First of all, it's just the ability to get along – and that goes for both sides, it's not a one-way street. The second thing is loyalty, and the third is a certain degree of stress resistance. Not everything goes smoothly in life – whether it's your health or your finances. And, last of all, you need the necessary expertise. This might be the result of a good education, followed by the professional experience gathered later.

When it comes to management staff, good social skills are also essential. My management team, in particular our faithful companion of many years Reiner Bensing, have all of these characteristics. I value him very highly and am always happy to know he is at our side. I am equally delighted that Mr Reinhard Kromer-von Baerle has been on board as an executive manager for so long. He made the journey from assistant to managing director!

**Mr Peiker, you have just celebrated your 70th birthday and can look back on 75 years – three-quarters of a century! – of history of the Peiker family company. Your father was around the same age when he handed over**

**the reins to you. If we could look into the future, what does it look like for you? Is there anyone in the family who can get the Peiker company history to the 100-year milestone?**

(Laughs) The children will have to deal with that – I won't be around for it. "Let's do it (interjection by Carina)! You'll live to see it, Dad, we look after you well!"

At some point, you also have to have the strength to say that you want to bow out on a high. I'm at that point now and am delighted that, out of all of the family members, my oldest daughter is now trying to come to an agreement with me. It's nice to see how she and my son Max listen to everything, they want to learn so that they will later also be in a position to be able to contribute the family DNA to the decision-making process. My son Felix has been on board the longest. He was already working for pei tel in Teltow and is currently part of the peiker CEE marketing team in Bad Homburg.

Of course, my greatest hope is that the next generation of the family will also come up the ranks so that all we have worked for over the decades is not lost. Because I know, partly from my own experience, how hard it was for the first two generations to build the company. They weren't exactly poor back then, but they lived frugally and stayed in bed and breakfasts instead of a hotel so that they could give everything to the company. In order to preserve all that, I want to pass on all the knowledge I can in order to ensure the continuation of the company.

**So, having said that, here's to the next 75 years! Mr Peiker, thank you for this interview. We wish you, your family and your company all the very best for the future – above all, the very best of health.**



We guarantee good communication  
Your specialist for voice and  
data transmission equipment

pei tel, a Peiker family company, has represented professional equipment for flawless speech and data transmission for over 30 years now. The company, which has its headquarters in Teltow near Berlin, is specialised in the development, manufacture and distribution of high-quality communication solutions. The extensive product range includes professional radio and infrastructure technology from Motorola Solutions, CommScope, PROCOM, PBE Axell, Radio Frequency Systems and many of our own designs of various types of microphones, operator handsets, speakers, desktop microphones and other handset/headset devices.

pei tel also offers broadband solutions for installation in vehicles and systems, as well as portable PTTc (push-to-talk over cellular) devices, such as rugged smartphones and tablets that are equipped with LTE/4G, Wi-Fi, Bluetooth®, VoLTE, NFC, GPS, etc. Broadband solutions from pei tel unite essential voice and group communication with multimedia data transmission and location services within a single ecosystem.

pei tel is certified to ISO-9001 and designs its own products in Germany. In doing so, the company sets great store by compliance with technological, environmental and quality standards.





# Change is a CONSTANT

The word change means a transition. A constant, meanwhile, describes a physical factor, for example, that is generally applicable and unchangeable, or, in mathematics, a value that does not change. Our world constantly turns in the same 24-hour rhythm and yet it changes every single day. It's a challenge that pei tel faces every day in order to be able to keep up with the ever faster pace of development.

The year 1989 is surely one of the most momentous in German history. The Berlin Wall falls, triggering the process of reunification and the birth of the new federal states. PEIKER acoustic identifies the demand and establishes pei tel Communications GmbH in Teltow, near Berlin, in order to be able to conduct its sales activities locally and safeguard the supply of the former East Germany with microphones, speakers and mobile radio devices. pei tel quickly becomes a full-range provider for professional communication technologies for industrial applications and for government agencies and, in addition to its own peiker products, also sells brands such as Bosch and GN Netcom. Following the company's role in helping to establish the trunked radio network in Saxony, preparations are made for the switch from analogue to digital radio networks. The fully digital mobile radio networks enable not only telephony but also data transmission of short messages, for example, for the first time.

At the start of the new millennium, pei tel takes over the entire standard product business of PEIKER acoustic, along with the sales business for the whole of Germany, and establishes new links with sales representatives both in Germany and abroad. This is followed by the set-up of our own development and manufacturing department, which resulted in the PTCarPhone, a fixed car phone as a retrofit option, among other innovations. The PTCarPhone is now available in its sixth generation. Products are regularly certified to DIN EN ISO 9001, as well as in accordance with fire safety regulations for public transport, i.e. bus and train. The manufacturing of professional audio equipment by what

used to be PEIKER acoustic from Friedrichsdorf in Hesse was transferred to pei tel in Teltow in 2016. Since then, the entire classic peiker product range has been designed, modified, manufactured and sold by pei tel.

The next major milestone follows in 2020. pei tel expands its own expertise and supplements the range with the new business area of Distribution. Within a few months, a new additional site has to be set up in Osnabrück. The extensive product range includes professional radio and infrastructure technology from Motorola Solutions, CommScope, PROCOM, PBE Axell and Radio Frequency Systems. Added to this is a B2B online shop with over 7,000 main products and accessories for specialist retailers. There has never been anything like this before. A training portal known as the pei tel campus, which offers both manufacturer training and webinars for affiliated specialist retailers, is a unique service offered by pei tel to its partners. As if this were not enough, pei tel incorporates the Technology for Mobile and Facility Radio Systems area and offers a comprehensive consultancy service for buildings and facilities.


More than 30 years after its founding, pei tel is now an independent company that represents professional equipment for flawless voice and data transmission, as well as excellent service and quality. Our clients include industrial customers, government agencies and organisations with safety-related duties, such as fire and rescue services, and civil protection, as well as public transport operators. In its 30-year existence, pei tel has continually redefined itself, has confronted change in order to avoid standing still and, while doing so, has remained true to its roots in order to communicate a sense of dependability as a constant. The extensive range of broadband solutions for installation in vehicles with portable PTTToC (push-to-talk over cellular), rugged smartphones and tablets equipped with LTE, Wi-Fi, Bluetooth®, NFC, GPS and more, are the current focus of our day-to-day business.

PTCarPhone 6 EU  
car phone – the LTE car phone  
with GPS, Wi-Fi hotspot  
and telematics features  
for fixed installation




PT-C600 – rugged  
PTT smartphone with  
Android OS for  
PTToC/PoC  
applications





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# BROADBAND SOLUTIONS

## Efficient communication

Initially operating as the sales business of PEIKER acoustic, pei tel next became responsible for the design and manufacture of its own products and then the distribution of communication solutions from third-party providers. Today, pei tel offers a comprehensive range of communication solutions and is subdivided into the following business areas: Professional Audio Equipment and Radio Technology, Technology for Mobile and Facility Radio Systems, and Broadband Solutions.

Broadband solutions? A broadband connection is an Internet connection with a high rate of data transmission. It's not just available in private homes but also out and about. The market for professional mobile radio has really taken off. Not only private individuals but also government agencies and companies with safety-related duties, such as the police, fire and rescue services, and civil protection agencies, are increasingly relying on broadband solutions as well as classic radio connections. This is because, in addition to traditional radiotelephony, mobile broadband data transmission services are increasingly required that facilitate the highest possible degree of security and reliability in the transmission of speech and data. A complete solution therefore unites multimedia data transmission, essential voice communication and location services (GPS) within a single system. As a result of the constant growth in demand, pei tel has made this topic the fourth area of business in its product portfolio.

### GENERATING APPEAL

But how did today's necessity arise in the first place? It started with a behemoth: The first car phone came onto the market in the 1950s and weighed a hefty 16 kilos. The transmitter and receiver unit was so huge that it had to be stowed in the car boot. Only one element, the handset, was located in the interior. Such a device was hardly destined for the mass market. But it set in motion a far-reaching process that would eventually lead to the development of broadband solutions. The launch of Radio Telephone Network A (A-Netz) in 1958 made Germany-wide communication possible for the first time, although only via a telephone exchange. In its successor from 1972 onwards, Radio Telephone Network B (B-Netz), participants could place a direct call if they knew in which of Germany's 150 phone reception zones they were in. Radio Telephone Network C (C-Netz), established in 1985, saw the introduction of an authorisation card, the predecessor to the SIM card, finally enabling people to phone one another directly. The biggest innovation came in the 1990s with Radio Telephone Network D (D-Netz), which was no longer analogue like its predecessors but digital, and no longer had car phone users as its main target group but mobile phone

users. The D-Netz could operate beyond this as a multi-service platform. In addition to speech, data and text could now also be transmitted via SMS (Short Message Service). The SMS quickly took off and became even more attractive as Internet access became more widespread. The increase of data speeds from GSM to UMTS to the LTE system that is widespread today, and the upcoming 5G standard, created completely new opportunities. We now not only use smartphones and tablets in our private lives but also at work in order to transmit orders to drivers in the logistics business, for example, or to guide lorries to their destinations, to generate receipts for the delivery of goods and, if necessary, to record images of any damage resulting from transit.

### CREATING UNIVERSAL CONNECTIONS

Government agencies and companies critical to safety are also increasingly using solutions based on the typical mobile cellular standards. With its own innovation, the PTCarPhone, pei tel offers a professional LTE solution for fixed installation in vehicles with a Wi-Fi hotspot, integrated GPS, a high-quality hands-free system and free remote maintenance and location services via the company's own "Bridge" online platform. In addition to voice transmission, it is able to send documents, texts and videos. The worlds of the original, classic radio connection and the new broadband solutions are continuing to merge. pei tel unites communication options from various devices from any network. In addition to the tried-and-trusted classic radio devices, there is the option of integrating mobile devices such as smartphones and tablets (Android and iOS), as well as fixed devices based on Android, in order to be able to transition to future-proof technologies over the long term.



# RESPECT as the basis

In January 2021, the pei tel Communications GmbH Supervisory Board, comprising Carina Peiker, Gerd Naumann and Reinhard Kromer-von Baerle, welcomed a new chairman.

Dr. Ingo Koch brings with him extensive experience from his position as CFO with companies such as manroland AG and

SAMSON AG. Today, he is committed to various supervisory board roles, is the chairman of a foundation and even takes on lecturing duties. Andreas Peiker and Dr. Ingo Koch met when they both served on the executive board of the employers' association HESSEN-METALL. He wants to help pei tel Communications GmbH tap into its enormous potential, always to the benefit of the Peiker family company network.



"Our partnership was very constructive and characterised by a high level of mutual respect."

Dr. Ingo Koch on his relationship with Andreas Peiker



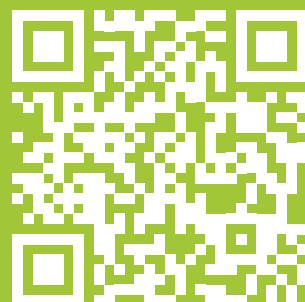


## HOFGUT LIEDERBACH

Five-star resort for horses

The professionals in horse management

Hofgut Liederbach Service GmbH is a livery that has been awarded five stars by the Deutsche Reiterliche Vereinigung (German Equestrian Federation, FN) and is certified to ISO 9001. The 15-hectare site in Liederbach am Taunus offers space for around 100 horses. The stables are a member of the Pferdesportverband Hessen e. V. equestrian association and offers the ideal training and education facilities for elite sport in the disciplines of dressage, show jumping and eventing. In order to optimise training conditions, the livery works together closely with peiker CEE and acts as a test centre for technical product innovations in the area of equestrian sports. The facility also offers plenty of scope for competitions, such as the annual Skyline Cup, and events for retailer conferences or team events.



# Source of EQUESTRIAN JOY

The Hofgut Liederbach equestrian centre has its beginnings back in the 1980s. Built by farmer Horst Pfeiffer, who wanted to open one the first liverys in the region, he found the perfect site in Liederbach am Taunus. Frankfurt businessman Detlef Hübner took over the stables in the early 1990s and expanded the site.

Horses have played an important role in the Peiker family for generations. Heinrich Peiker, the father of Andreas Peiker, had a great love of horses and passed this on to his family. As a result, it's hardly surprising that his son Andreas Peiker regularly took part in competitions with his first horse Domherr, giving rise not only to a burgeoning sense of entrepreneurial ambition but also to sporting ambition. This passion has been inherited by his daughters Carina and Gloria (today aged 23 and 16), who could both ride almost before they could walk. The family had long wanted to open its own stables. So the fact that Detlef Hübner wanted to focus on other commitments was a stroke of luck for Andreas Peiker, who received an offer to acquire the stables. In December 2014, the dream became a reality: Andreas Peiker and his wife Susanne were able to reveal to their children what would probably be the best Christmas present ever: the takeover of the Hofgut Liederbach stables.

## THE DIGGERS ARRIVE

Over time, the site had become a little forlorn. Initial plans for an extensive renovation project were made quickly because the Peiker family had a clear idea of a place where horse and rider alike should feel pampered – “nothing less than five-star care for your horse” was the motto. The first excavators and lorries pulled up in April 2015. In the first stage, the ground of the dressage and show-jumping arenas, as well as the indoor lunging arena and the riding hall, was excavated in order for it to be replaced with a high-quality quartz sand mixture. But the to-do list was much longer than this. It included building a new indoor lunging arena, installing a watering system for the riding hall, expanding the rider training facilities and converting existing outdoor stables into modern, bright paddock stables, as well as a complete stable block. This resulted in 25 stables that open out directly onto the back of the large riding hall. Padding along the walls, heated troughs and modern rubberised floors which help to keep heat in and prevent slips, were also installed. Practical storage with integrated stainless steel troughs keep things tidy and help to keep horse feed hygienic. The new stable block also houses three solariums and washing areas. An innovative fire safety system with integrated air filter system has also been installed in all stable areas. This helps to keep horse and rider cool in the summer and – as a positive side effect – also traps even the smallest particles of dust. In addition to the large, bright windows, this makes conditions in the stall even more pleasant for horse and rider alike.

Hofgut Liederbach is a retreat for over 100 horses and their riders who want to enjoy their free time, but also pursue their sporting ambitions, in the best possible environment.



## AN EYE FOR DETAIL

Susanne Peiker felt it was her calling to take care of the riders' every need and she was just fizzing with ideas. Soon the conservatory was gleaming in new colours and had been lovingly restored. This is where visitors and riders can meet for a coffee and a chat, to discuss the last session or just to talk shop. The space is equipped with a kitchen and underfloor heating so it's a great place to warm up on cold days. This new area soon became known as "Café Galopp". Originally organised by Susanne Peiker, it was quickly taken over by the existing equestrian association PSV Hofgut Liederbach and the horse owners. People with horses stabled here, friends and acquaintances get together once a month for a chat over coffee and home-made cakes. Thanks to the free Wi-Fi, sometimes people have a scroll through their work emails while doing so. On sunny days, there are plenty of seating areas outside for relaxing.

It is well known that horses respond best to a calm, stress-free environment, preferably among their own kind. This is why the paddocks were also given an upgrade. The special flooring prevents annoying dust clouds from forming on hot days and the integrated drainage ensures that rainwater can flow away quickly so there are no puddles and horses can roll around without any problems. The 28 directly adjacent paddocks thus offer the ideal exercise space all year round. This makes a significant contribution towards the recuperation and well-being of the animals because they are better able to satisfy their herd instinct and need for exercise. The 11-hectare pasture adjacent to the livery was also revitalised and the walkways to the paddocks paved so that they can be used with ease even in the rain. So that intervals between feeds away from the stable aren't overly long, round hay bales and frost-free on-demand troughs are available for horses using the paddocks for lengthy periods. A modern, high-tech plastic fencing system minimises the risk of injury and provides safety when exercising the horse.

## THE ALL-INCLUSIVE PACKAGE

During the renovation, the waiting list for a stable at the livery got longer and longer. And it was no wonder because, after nearly three years, the end of construction was now in sight – only the paving and natural stone grandstand of the show-jumping arena were left to complete. Then the grand opening could be celebrated with its first equestrian event – the Skyline Cup, which would be held every year from then on.

"When I look at the livery today, it has never been boring at any moment, even after the renovation," says Daniela Büdenbender, who often consults with Andreas Peiker to come up with new improvements. For example, in 2018 a spa area was added to help horses recuperate and maintain their good health. An aqua trainer and vibration plate, as well as a



treadmill, help to actively relax the muscles, while the brine inhalation room helps maintain healthy breathing. The infra-red radiation of the solarium completes the spa package.

Just outside Frankfurt, the 15-hectare site has been turned into a five-star resort for people and horses – an oasis of happiness for any rider. Hofgut Liederbach is a retreat for over 100 horses and their riders who want to enjoy their free time, but also pursue their sporting ambitions, in the best possible environment. It's an oasis of happiness for any rider and a matter close to the hearts of the entire Peiker family and the Hofgut Liederbach team.



# FIVE STARS for your horse

Hofgut Liederbach is a five-star livery with a focus on equestrian sports, certified to ISO and approved by the Deutsche Reiterliche Vereinigung (German Equestrian Federation, FN) and houses over 100 horses on its 15-hectare grounds. In addition to the day-to-day organisation of stable management that an all-inclusive package for horses involves, the team also sets great store by the comprehensive training of horses and riders. The basis of each individually developed training plan is "riding is a matter of trust". The aim is the successful participation in a competition. The equestrian centre offers horse owners ideal training and education options for the disciplines of dressage, show jumping and eventing. Supported by a team of four horse trainers with classic riding training and an accredited master of horse management, riders can get one step closer to their dream.

## THE FOUNDATIONS ARE TRUST AND RESPECT

The thrill of the competition is felt by anyone who has looked out at the eagle-eyed crowd and critical judges. During a test, there's not much time to showcase everything to perfection. In addition to the perfect performance, the deciding factor is also the harmony between horse and rider. With the careful use of aids and familiarity with the behaviour and psyche of the horse, consecutive exercises aim to improve communication between horse and rider. All this helps to obtain the very best performance. In doing so, it is important to maintain the right balance between respect and trust. The right body language is just as important here as clear support in terms of presenting as a team and with a sense of joy for the sport in stressful situations such as competitions. In addition to the personal willingness of the rider, the professional horse and rider training course provides support in achieving a respectful partnership between horse and rider. The Hofgut Liederbach training concept takes a holistic approach: discovering talents, promoting strengths and building a partnership with the horse – all with the aim of achieving the very best performance from horse and rider alike.

## CELEBRATING SUCCESSES

But even the best preparations and most conscientious debriefing is useless if there is no supervision in the arena. After all, in addition to the tests themselves, excellent time management is the be-all and end-all and also needs practice. This includes reporting to the registration point, exiting the show-jumping course and riding out at the right time. The Hofgut Liederbach team is at its riders' sides from riding lessons and transport to riding out and beginning the test. Of course, the mutual celebration of successes afterwards is part and parcel of this, while the horses recuperate in their spacious stables or in the expansive paddocks at the livery and spend time with other horses.

Daniela Büdenbender has been riding for 25 years. After her school-leaving exams, she studied agriculture at the University of Giessen. During her studies, she focussed on nutrition and husbandry. Daniela graduated with a Master of Sciences in Livestock Sciences. She took her next step in 2015 at the Hofgut Liederbach stables, first as Operations Manager before taking over management in 2018. Together with her team, she sees it as her personal mission to understand the gifts and areas of focus of each individual horse in order to be able to support them and develop them in accordance with their age. It is her aim to provide



the horses with mental strength, intrinsic ambition and confidence. Only then will the horse be able to give its absolute best. This is what the trainers and every member of the team stands for – all of whom are committed to the well-being of the horses at the livery, every day.

Only healthy, calm horses are ready to take part in competitions. As a result, the Hofgut Liederbach team puts its trust in reliable partners: vets, physiotherapists, nutritionists, animal psychologists, saddlers and farriers. The spa area, which is equipped with cutting-edge technology, is available for the horses' physical recuperation. Depending on the medical necessity and upon prior agreement, the aqua trainer, brine inhalation room and many other facilities are available for use.

### DEVELOPING TECHNOLOGIES FOR OPTIMAL TRAINING

In addition to the livery and horse and rider training, the Hofgut Liederbach equestrian centre also serves two other purposes. As part of its training optimisation programme, it works closely with the company peiker CEE. After all, where better to test technological innovations for equestrian sports than where they are actually needed? The latest generation of the CEECOACH PLUS communication system was not only partly developed at the livery – it is also used every day during teaching sessions, as is the CEEFIT product. Gone are the days of piles of paper notes and training diaries. The drive towards digitisation doesn't stop when it comes to equestrian sport, either. With the associated Seaver app, the horses' health data such as heart rate and pulse are recorded for later analysis. Brainstorming events for new projects are also regularly held at the riding facility – simply because the livery is an important source of new ideas.

### TURNING GET-TOGETHERS INTO EVENTS

The third source of income for the livery is its perfect location for hosting equestrian competitions. The livery and the PSV Hofgut Liederbach equestrian association based there join forces to stage the Skyline Cup. Set against the Frankfurt skyline, the livery's grounds offer the perfect environment for the disciplines of dressage and show jumping. Eventing has recently also been added to the remit and the livery has also proved itself as an eventing location. The viewing appointment for the 2021 European Haflinger Championship in Stadl-Paura, Austria, took place in the spring. In addition to show jumping, the participants also completed their cross-country course on the 1,200-metre racetrack, which can be quickly repurposed thanks to the use of mobile fences. As a result, it's hardly surprising that such a prestigious facility is ideal as an event location for retailer conferences for product demonstrations. Equipped with unique lighting technology, perfect ground conditions and a large grandstand, the centre offers plenty of space for events such as lectures, seminars and management workshops.

Are you planning a champagne reception with plenty of supporting events, followed by a dinner, perhaps even in the stable block itself? Or perhaps a rustic Oktoberfest-style celebration with a wooden floor in the riding arena? The

equestrian centre can also draw on reliable partners from the fields of catering, audio, lighting and sound technology. Or perhaps you want to conduct filming or a photo shoot against the unique Frankfurt backdrop? VOX TV channel, the Hessenschau news programme and Reitsport Krämer equestrian suppliers have already used our facilities as a set.

Hofgut Liederbach livery is a first-class riding centre, where the well-being of horse and rider alike is the focus – a livery that is always ready to pursue new approaches in order to make best use of its resources. It offers a diversified team that gives 100% every day to implement its expertise in order to push ahead and doesn't lose its friendly appeal despite the very highest levels of professionalism.

It is her aim to provide the horses with mental strength, intrinsic ambition and confidence. Only then will the horse be able to give its absolute best.





# PEIKER | HOLDING

A tradition of communication  
A fourth-generation consultancy  
for communication solutions

peiker Holding GmbH is a family-run international consultancy, now in the third generation and based in Bad Homburg. peiker Holding takes care of the administration of its companies and is always looking out for new trends and potential investments. It heads the consolidated group of Peiker family companies. The Peiker family companies employ around 250 people. With their extensive experience in the fields of radio, mobile telephony, digitisation and connectivity, the companies design and distribute pioneering communication systems for industrial applications, government agencies, transport and logistics, as well as for end customers in equestrian sports, and are based in Teltow, Osnabrück, Wildau and Dallas in the US. The latest projects relate to the development of new markets, such as retail, aviation and the emergency services. With this diversity, the companies and projects are united by their aim to connect people via modern, improved communication.



# A tradition of COMMUNICATION

"Life starts at 66 – at least hit singer Udo Jürgens was of this opinion. And somehow that seems to apply to me in person, too. The decision to sell our life's work PEIKER acoustic in December 2015 was painful – but it was the right decision. Now the stage is set for a new beginning." These are the opening words of the first issue of peiker press from Andreas Peiker, Managing Director of what is now known as peiker Holding.

When peiker Holding was established as the parent company in 2016 and the overall concept with the four major pillars of Industry, Finance, Real Estate and Leisure was set up, no one could have imagined what exciting and turbulent times the next few years would turn out to be. Had the Peikers garnered enough experience in the past few years in order to start all over again with a small company? But, as they say, you learn something new every day! And that's exactly what drives Andreas Peiker and his colleagues Reiner Bensing and Reinhard Kromer-von Baerle.

peiker Holding sees itself primarily as the unifying force for the other Peiker family companies. That is to say, in addition to administrative activities and consultancy, it analyses trends, develops visions and derives strategies that are then approached by the companies as new projects. Last, but not least, it also aims to bundle the various areas of expertise of the individual companies within a comprehensive corporate strategy and to draw on synergies in order to approach more complex topics. Communication remains at the heart of the Industry pillar, whether it's point-to-point, analogue or digital, verbal or visual, via radio or via the cloud. The Peiker family companies are specialised in voice and data transmission for communication solutions and systems. They offer their customers an all-inclusive service – from the design of a product or its development for a specific application to direct sales, the provision of procurement channels and after-sales. After all, long-term partnerships, loyal customers and a robust network are the prerequisites for healthy communication.

Andreas Peiker is not only interested in the company's own progress, but also continues to make long-term investments in national and international technology companies, including his investment in Germany's Digital Growth Fund I, whose focus is on companies in the German Mittelstand, and in Brockhaus Capital Management AG, which acquires innovation and technology leaders in the German Mittelstand. The American technology company M2MD Technologies, headquartered in Atlanta, has also specialised in the development of automatic billing options for various data services and is part of the peiker Holding investment portfolio. In addition to the courage to try something new, reliable investments are important for safeguarding future growth. Real estate makes up a stable pillar of peiker Holding. The second residential construction project in Karben has now been

completed and an unscheduled social building project in Haan near Düsseldorf was also included in the portfolio. Apart from the real estate project in Werder, which is still in the planning phase, all peiker properties are now being let. And the Hofgut Liederbach livery is now viewed as the jewel in the crown. Following extensive renovation and modernisation measures, the centre just outside Frankfurt has now become one of the most exclusive equestrian facilities in the state of Hesse. Horse and rider alike can enjoy an all-inclusive package and make use of all of the equestrian training options.





peiker Holding has grown with every challenge it has overcome. What started off small has become a significant task. But what would the third-generation family company be if it couldn't maintain its flexibility? We talk to one another, we communicate, and not just as part of the corporate culture but out of a sense of tradition. We link people with one another – through our systems, locally in our companies, and personally. We unite experts from a wide range of areas and give them the scope and peace of mind to research new trends and technologies. In doing so, we always promote a healthy dialogue between our teams. We want to learn from one another in order to further develop our system solutions and to implement them in a practical way. Although we are still a relatively new company, we can still look back on 70 years of history. The Peiker family companies have come another after five years and with the influence of several political and societal factors and become a stable group of companies that requires strengthening.



We talk to one another, we communicate, and not just as part of the corporate culture but out of a sense of tradition.

Dr. Christoph Schillo, Reiner Bensing, Elina Zinke, Andreas Peiker, Reinhard Kromer-von Baerle (from left)

# Where EXPERTISE comes together

## Introducing the peiker Holding Advisory Board

In order to structure the interests of peiker Holding, an Advisory Board was set up when the company was founded. This body has an advisory function and makes recommendations. Once a quarter, its members meet to discuss current topics but also long-term strategies and aims. They do this by looking at each of the four major pillars of the company – Industry, Finance, Real Estate and Leisure – in turn. Which trends can be observed in the industrial sector and could be implemented by a Peiker family company? Have financial targets been met, and if not, why? Which investments are likely to bring a return, and what's the situation on the real estate market?

The peiker Holding Advisory Board addresses questions such as these. Reflecting the four pillars, the members bring expertise and experience from various high-profile companies. This

includes a law firm, management, a post within (or even heading) the management board at the Frankfurter Sparkasse bank, at METRO, KPMG or Bertelsmann.

But how did the Advisory Board come by these members? Whether it's our principal bank, a joint project or interests, it always starts with a business relationship. Impressed by Andreas Peiker's drive and vision, the result was a trusting partnership that was built up over many years. Today, each member of the board has a personal relationship, or even a friendship, with the Peiker family.



**HERBERT KLAUS PFENNIG**

"It makes me happy to see how peiker Holding is growing with its technology-driven and innovative companies. I am delighted to make my contribution in terms of strategic issues, investments and in safeguarding a solid financial base."

**DR. JOHANNES FRITZ**

"A bright future for the Peiker family is something that is important to me. I want to help them to advance the company's traditions profitably."

**WOLFGANG RUDOLF URBAN**

"The Peiker family and my wife, Isabell Werth, are united by their passion for dressage. We found common ground in our professional worlds, too, whereby I contribute my expertise from the world of retail."

**DR. ULRICH WANNER-LAUFER**

"The consolidation of the individual companies is a challenge that I was happy to accept. I am impressed by the zest for action of the Peiker family."



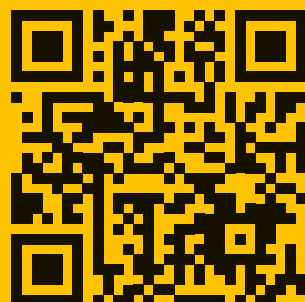


Together. Now.  
Your professional partner  
for communication systems

peiker CEE GmbH, a Peiker family company, was founded in 2015 in Bad Homburg. As a product development company, peiker CEE is primarily dedicated to finding customer-oriented solutions for communication systems in equestrian sports and outdoor sports, as well as for industrial applications. peiker CEE also develops technical products for the digitisation of equestrian sport.

peiker CEE is well known as the manufacturer of the CEECOACH communication system. No matter whether they're on a cycling tour, mountain climbing or wakeboarding, the team can always stay in contact with one another thanks to the cutting-edge Bluetooth® technology and intuitive operation of CEECOACH. Bluetooth® headsets maintain freedom of movement and make interference-free group communication possible across great distances so that up to 16 participants can talk about what they are experiencing in real time – whether they are used during leisure time, when engaging in extreme sports or for improving training for competitions. Direct instructions during riding or climbing lessons take performance to the next level and secure training success over the long term.





Successfully  
STAYING CONNECTED



The CEECOACH success story starts in December 2014. "What's exciting for motorbike riders and for us as skiers must also be useful in other sports," assumed Andreas Peiker. This was followed by an extended test phase and – where many were initially dismissive – the concept started to gain more and more attention.

The first product for the consumer market, a Bluetooth® communication system called CEECOACH, was born. Because more products were to follow, Andreas Peiker founded an independent company called peiker CEE under the supervision of Dr. Christoph Schillo.

The key USP of the new product was that it enabled groups of up to six participants to speak to each other without any interference with a reach of up to 500 metres. Thanks to CEECOACH, misunderstandings were now a thing of the past. From now on, people could stay "Smartly Connected" with the CEECOACH from peiker CEE. The target group of equestrian sport was selected for the market launch because the demand for the product was judged highest in this group. Today, it's hard to imagine training without this system. Direct feedback during lessons keeps learning relevant and boosts long-term performance. The days of riding instructors shouting themselves hoarse are over.

The CEECOACH became an authentic brand that also won over some famous advocates over time. One of the best-known CEECOACH testimonials comes from the multiple Olympic medallist and dressage world champion Isabell Werth. The Deutsche Reiterliche Vereinigung (German Equestrian Federation, FN) has also been persuaded of the advantages. The umbrella association for all breeders, riders, drivers and vaulters in Germany is so impressed with CEECOACH that peiker CEE is one of the main sponsors of the German dressage squad.

2017 marked the pinnacle – CEECOACH ascended Mount Everest. The fact that CEECOACH also worked perfectly when the air was so thin was proven by the climb by Andy Holzer, who is blind. Holzer needed a special headset for the ascent in order to be able to position it underneath his oxygen mask. According to the extreme mountaineer, the devices worked perfectly despite the high altitudes and outside temperatures of –26 °C.



Other elite sportspeople are equally impressed – including blind biathlete Vivian Hösch. Her motto is "blind trust", which took her all the way to the 2014 Paralympics in Sochi. "The system helps me to clearly understand the instructions of my guide, even if there is a lot of background noise. This helped me to prepare for competitions even more effectively," says Vivian Hösch. And extreme sports enthusiast Fritz Geers has experienced some successes with CEECOACH in the discipline of ultracycling. "The device worked perfectly, even in pouring rain, and maintained contact with my support vehicle," says Fritz Geers.

This was followed by the development of CEECOACH 2, which works with Bluetooth® headsets, as well as one or two special editions. Thanks to the support of peiker International in terms of distribution CEECOACH has now also become well established in the US, too. And the latest generation has been on the market since early 2021. "Experience. Together. Now." Experiencing more together is what peiker CEE enables with its new CEECOACH PLUS communication system. Outdoor sports can now be played in a group of up to 16 participants, making it a very special experience by sharing moments in real time. The reach has also been extended by a further 200 metres.

Bridging distances, staying in dialogue and sharing the joy of sport – CEECOACH PLUS makes all this possible.

# Strong PARTNERS for a strong future

“Experience. Together. Now.” The slogan of peiker CEE’s latest product underlines its mission to link people and give them the opportunity to share experiences in real time. Published with the launch of the CEECOACH PLUS communication system, it also serves as a motto for our relationship with peiker CEE’s partners. The company represents long-term, trusting partnerships and lives by the motto “Partnership. Together. Now.” We would like to introduce some of these partners here.

Whether it’s equestrianism, skiing, mountaineering or cycling, the peiker CEE communication systems are used in a wide variety of disciplines. Many of these sports require extensive expertise and a specialist range, which customers generally buy from specialist shops. peiker CEE supplies these retailers with products and fosters an open, active dialogue in order for all parties to benefit.

This was the case for equestrian sports specialist kavalio, for example. With over 100 suppliers and 40,000 products, the online shop has one of the broadest ranges in the industry. The retailer has sold peiker CEE products since 2019 and is in regular consultation with the company. Thanks to jointly developed promotion concepts and cooperative communication, turnover for peiker CEE items has grown at a disproportionate rate.

The partnership with EQUIVA, another specialist retailer of equestrian equipment, is already showing its first significant successes this year – this first year of the partnership. After a test phase, 45 shops in Germany and 13 shops in Austria now sell the peiker CEE range. A product training session with the

EQUIVA staff and joint marketing activities are also in the pipeline in order to market the products successfully.

## **BETWEEN TRADITION AND MODERNITY**

With such a traditional sport as equestrianism, many retailers can themselves look back on decades of history – and can share their valuable experiences with the peiker CEE team. One such example is the equestrian sports retailer Pferdesporthaus Loesdau – a successful name in the business for 50 years now. With its gigantic network and customer base, it plays a huge role in bringing the CEECOACH product to a larger group of equestrian sportspeople.

In addition to well-known and well-established retailers, peiker CEE also uses very modern methods of appealing to potential customers. With the far-reaching equestrian platforms ehorses and ClipMyHorse.TV, the company is now able to reach new target groups. It is exactly this combination of experienced retailers and digital channels that enables peiker CEE to secure its future in the world of equestrian sport.

“We regularly discuss product innovations with peiker CEE and plan joint marketing activities in order to better tap into our potential. This is exactly how we envisage a partnership between a retailer and manufacturer.”

Stephanie Kohlstetter, Pferdesporthaus Loesdau



## NEW AMBASSADORS IN OUTDOOR SPORTS

The ideal conditions for tapping into new markets. peiker CEE products are becoming ever more popular in other sports, too. The new CEECOACH PLUS is of particular significance here. The innovative communication system is perfectly tailored to the needs of outdoor sports enthusiasts. It already has plenty of fans in the worlds of cycling and skiing. In order to continue to capitalise on this trend, peiker CEE has been able to get two new brand ambassadors on board:

The popular mountaineering and ski school VIVALPIN has been equipped with CEECOACH PLUS. The communication systems are now a fixed part of all activities offered by the school – from mountain tours with snowshoes to descents into the valley. An ideal way to experience the advantages of CEECOACH PLUS in real-life conditions. With our new partner in the world of cycling, every second counts. The SKS

Sauerland team are the German time-trial champions and are now using CEECOACH PLUS for reliable communication when cycling. The team is impressed with the applications and benefits in particular from better coordination in training.

The partnership with the wakeboarding centre in Raunheim provided important findings for watersports applications. Clint Liddy, himself a successful sportsman, uses the communication system to direct training sessions every day and recommends CEECOACH from personal experience as a brand ambassador.

In retail and in sport alike, peiker CEE trusts in partners with a variety of different characteristics and strengths. Together, they help us to achieve a major goal: to make the CEECOACH communication system accessible to a large audience and to change communication between sports enthusiasts for good.

“CEEEOACH PLUS is perfect for our training! The team members coordinate with one another. There are no breakneck overtaking manoeuvres because we instruct the riders when to change position.”

Jörg Scherf, Team SKS Sauerland NRW



Team SKS Sauerland NRW





Your Vision. Our Solution.  
Your specialist for video technology  
and aircraft modification

FTI Engineering Network GmbH is specialised in the development and manufacture of video-based security systems for the aviation industry. With innovative camera, video and sensor solutions, FTI makes flying safer, more efficient and more pleasant. The company was founded in 2001 and its headquarters are located in Wildau, near Berlin. FTI has 35 staff members and has been a Peiker family company since 2018, drawing on its many years of experience in the development of communication systems for industrial applications, government agencies and the automotive industry. In addition to aviation, the company is currently tapping into other areas, such as industrial applications and healthcare. For example, FTI has worked with a regional ambulance service in Brandenburg to develop the AVA (Ambulance Video Assistant) telemedicine solution.



# Above the CLOUDS

peiker Holding doesn't stand still. Continually evolving is in the corporate DNA. One major aspect of this is the targeted acquisition of exciting, innovative companies. FTI Engineering Network GmbH, based in Brandenburg, is one of the Peiker family's newest additions – and can also look back on a long, successful history. While FTI now offers a wide range of security systems for aviation and rail travel, as well as for the emergency services, its beginnings were above the clouds.

The company was founded in 2001 with the aim of making flying safer over the long term. The clue is in the name because FTI stands for Flight Test Instrumentation. The first order for the founding team of six was to create specialist instruments in order to test the various components of an enormous cargo plane that had been developed by Cargolifter. A real challenge. After all, when fully loaded, this kind of cargo plane can carry up to 160 tonnes – and tests need to predict and analyse the widest range of sometimes extreme conditions.

## **RENOWNED IN THE AVIATION INDUSTRY**

Anyone who masters such a challenge is bound to attract interest. Word of FTI's achievements quickly spread in the industry and new orders were not far behind. The result was a fast-rising number of staff and lots of exciting projects, such as being involved with the development of the A380 wide-body aircraft, heading the flight testing division of a Lufthansa and Airbus consortium, and project management for RECARD Aircraft Seating, a manufacturer of premium aircraft seats.

A strong team with extensive technical expertise is FTI's biggest asset. The company links its own expertise with that of a global network. It also establishes partnerships with other suppliers in Germany, Europe and the US. This continual development not only stimulates growth but also resulted in certification to DIN EN 9001:2000 in 2004. While it might sound technical, this is an industry-wide seal of approval that requires compliance with the highest quality standards. A real milestone that was celebrated by the company's then 60 employees.

## **ALSO SUCCESSFUL ON THE GROUND**

The next step for FTI was to tap into new industries away from aviation. The first land-based order was the development of a laser measurement train for Deutsche Bahn in 2006. Together with Metronom Automation and the Fraunhofer Institute, FTI designed a new generation of track safety vehicles. Equipped with laser scanners and special cameras, the Limez III runs on the German railway network around the clock in order to determine any obstacles or record any potential hazards in good time. And all at high speed. While older models only provided reliable results at low speeds and often resulted in restrictions to the train service, the new vehicle can do its job at 100 kph. In this way, it is able to ensure fewer disruptions and safer journeys in more ways than one.

It was a pioneering project for FTI. The company identified the major potential in terms of system integration – the combination of existing technologies for new, individual applications – and specialised in major projects of this kind over the coming years.

It becomes an official supplier to aircraft manufacturer Airbus and develops test systems that realistically reconstruct a full-size aircraft cabin, along with all relevant processes, on the ground. This kind of innovative prowess reaps rewards. FTI continues to grow and, by 2011, has 140 employees. Together, they are able to experience a proud moment: the approval of the design company in accordance with the standards of the EASA (European Union Aviation Safety Agency). It's a status that only very few suppliers in Germany can boast. The company is also awarded the Brandenburg Future Prize (Zukunftspreis Brandenburg) in the same year.

## WELCOME TO PEIKER!

FTI is well established on the market and represents innovative engineering services that unite pioneering technologies with tailored solutions. It's a profile that ties in perfectly with peiker. This is how the holding company from Bad Homburg became aware of the Brandenburg firm. In January 2018, peiker bought a 100% stake in FTI and from that point on was on hand as a strong partner and investor for the company. As is usual for members of the peiker Holding company, partnership was the name of the game, right from the start, and the promotion of knowledge transfer between the companies. Joint projects are initiated and the various divisions complement one another with their expertise.

A real prestige project from this inter-company partnership is AVA, the Ambulance Video Assistant for use by ambulance services. It creates reliable video, audio and data links between medics on the scene and emergency doctors. The doctors can assess the patient during transport and can make important decisions based on the real-time data before the patient even arrives at the hospital. The concept wins the Digital Champions Award in 2019 and is a peek into the future of FTI as part of peiker Holding.

What started off with specialised solutions for the aviation industry 20 years ago is now an innovation-driven company that is active in a wide range of areas. With a team that always strives to make things a little safer – whether it's in the air or on land. Its eyes gaze upward to the heavens with a passion but its feet are firmly on the ground.



# A NEW LOOK for old planes

## FTI converts aircraft

Some aircraft transport holidaymakers to their destinations, while others bring business people together. Some are prestige objects, others serve science. It's the fittings that make the difference. With the right concept, a holiday carrier can be transformed into an exclusive private jet or a research plane. Having said that, such conversion projects are subject to strict regulations that can only be implemented by a handful of certified service providers. peiker company FTI is one of them.



An aircraft is a major investment. In order to preserve its value for as long as possible, much more than just regular maintenance is required. The cabin's fittings also need to be kept right up to date – from the technology to the interior design. In some cases, the interior and equipment are updated, while in others the aircraft is entirely repurposed. As one of the few German companies authorised as a design company in line with EASA (European Union Aviation Safety Agency) standards, FTI can plan and carry out both of these. For example, the FTI team gave a Legacy 600 from Brazilian manufacturer Embraer a completely new design with exclusive luxury fittings.

### DETAILED PLANS, IMPLEMENTED SAFELY

White leather seats, new cladding for the interior, cutting-edge business technology as well as on-board entertainment – the owner of the 26-metre aircraft constructed in 2006 decided to make use of scheduled maintenance to give the entire machine a makeover. It is now possible for up to 14 passengers to enjoy their flight in a cutting-edge, modern cabin.

Planned down to the last detail by FTI and implemented in cooperation with external partners: The replacement of the cabin elements is done by a specialist company, while maintenance companies approved for the aviation industry, such as Fall Atlas Air Service in this case, take care of the proper installation of devices and fittings in accordance with FTI's specifications.

It goes without saying that particularly strict safety requirements apply to aviation and that all modifications must meet European aviation safety standards. As such, all modifications are recorded and reviewed in detail. Installation instructions are issued, fire safety and flight tests are conducted and the aircraft documentation is completed – essential steps in safeguarding the airworthiness of the plane.

### ON A SPECIAL MISSION

In addition to planes for travel purposes, FTI also overhauls what are known as special mission aircraft. These are aeroplanes that are used for special purposes. These purposes can cover a wide range of uses. For example, a King Air 350 made by American manufacturer Beechcraft is currently being repurposed as a flying research lab. The cabin is to be equipped with two modern workstations with notebooks and monitors. These will be used to monitor special sensors outside the aircraft and to analyse the data they collect.

FTI is taking care of the entire technical planning process for the project – from the development of the interfaces between the sensors and aircraft to the system configuration including electricity supply, data transport and data security. It's an incredibly exciting task that reveals the extent of the innovative prowess of the peiker company. And further enquiries have already been received – for example, for a similarly equipped research helicopter. No matter what challenges lie ahead, the FTI team is ready for its next mission.





No matter what challenges lie ahead,  
the FTI team is ready for its next mission.



# How DIGITISATION can save lives

In the event of an accident, the right information is crucial. Starting with what happened and how many people are effected to the current condition of the injured person. The faster the emergency doctors can receive this information, the higher the chance of a successful recovery. The FTI team has developed a pioneering solution in order to involve specialists in the patient's treatment more quickly and enable them to save lives remotely.

The Ambulance Video Assistant (or AVA for short) is an innovative telemedicine solution from FTI. An advanced cloud-based approach featuring GSM technology, it links the emergency call centre with emergency doctors and medics on the scene. Fast, reliable and with technology that goes far beyond the standard communication solutions, the doctors receive audio, video and vital information, right from the scene of the accident. They can assess the situation early on and provide assistance before they arrive at the scene. Thanks to this advance information, less time is needed to treat the patient at the scene.

## BETTER TECHNOLOGY FOR BETTER DECISIONS

The data provided by AVA is helpful in several ways. Whenever an emergency call is received by the call centre, someone has to decide which members of the team and which vehicles are required. In rural settings in particular, there are not enough emergency doctors and they are not always able to attend the scene. The FTI assistant system helps to assign personnel and equipment more effectively. While an emergency doctor may be needed at the scene in some cases, in others, they merely have to instruct the medics via live video link. In this way, emergency

doctors can manage several cases at the same time, or authorise the use of medicines.

"In some areas, the situation is pretty dramatic: There are too few emergency doctors and they have to cover too large an area. They are needed in far more locations than they can cover," says Dr Sebastian Timme, Division Manager, Industry, at FTI Engineering Network GmbH. "With AVA, we want to do our bit towards supporting the emergency services in their essential work. Innovation through digitisation in healthcare can save lives," says Michael Weisel, Managing Director of FTI.

FTI focussed in particular on flexibility when developing the system. The Ambulance Video Assistant can be integrated into the digital infrastructure of emergency call centres, hospitals, medical centres and nursing/care services. This means that AVA can be adapted to various requirements and can improve telemedicine consultations in healthcare, particularly in rural settings.

## PEIKER TEAMWORK MAKES IT POSSIBLE

Making such a demanding project as AVA a reality requires expertise from a whole range of disciplines – from the technology to the web application, from data capture to user-friendly implementation. In doing so, FTI was able to draw on the peiker Holding network and benefit from intra-company teamwork. In close partnership with pei tel Communications, user concepts were developed and existing components implemented. The design budget was also provided by the shareholders of peiker Holding. Self-financed to the tune of EUR 2.5 million, AVA was developed within a period of 18 months.

The new assistant system received particularly valuable input from the people who would be using it. FTI worked together closely with the emergency services in the district of Teltow-Fläming, thus ensuring that the concept could be adapted as effectively as possible to real-life conditions. For this successful implementation, FTI received the 2019 Digital Champions Award – a prize for significant digital projects, awarded by Deutsche Telekom and WirtschaftsWoche business news magazine.<sup>1</sup>

The AVA project shows how our healthcare system and, therefore, every single citizen, can benefit from intelligent technologies. The FTI team is proud of its achievements and is looking forward to more ambitious projects in the future.

<sup>1</sup> Source: WirtschaftsWoche, Sonderpreis – Best Regional Champion 2019, awarded on 30/10/2019; [digitalchampionsaward.wiwo.de/sieger-2019](https://digitalchampionsaward.wiwo.de/sieger-2019).



## AVA: THE LIVE TEST

In order to establish telemedicine as part of the emergency services, it requires the advocacy of various parties. The relevant laws and frameworks are created by politicians. At an FTI event in Wildau, Brandenburg, several leading politicians were persuaded of the benefits of the remote emergency doctor solution and tried AVA out for themselves,

including Olaf Scholz (SPD). He praised the system in his concluding remarks and emphasised the significance of digitisation in healthcare, the harmonisation of technical standards and the improvement of the regulatory framework.

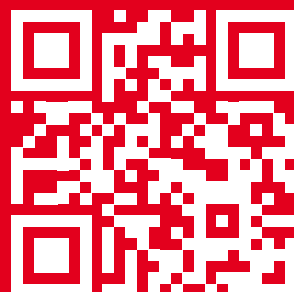
19 August 2021



Professional in-store communication

Your experts for in-store communication solutions

peicom GmbH, based in Bad Homburg, is a Peiker family company and has represented communication for over 75 years. From the sales office in Osnabrück, the team supports its European clients as a specialist retailer for radio devices, as well as a service provider for tailored in-store communication solutions in retail outlets. With the combination of standard products, supplemented with its own innovations, peicom offers tailored solutions for a wide range of applications and also takes care of everything in an all-inclusive package extending from communication, data transmission and AI solutions to after-sales. The digitisation of stores is currently the focus of its activities. This includes IoT solutions, such as links between bottle deposit machines or automatic baking ovens, to an internally developed ecosystem for professional communication.





# MORE TIME for customers

## The direct provider of in-store communication for the retail industry

peicom is the latest addition to the consolidated group of companies. From spatial planning to product development, the team has already acquired plenty of experience and reports on its findings in this interview.

**Welcome. peicom went into operation in early 2020. This makes it the youngest seedling among the Peiker family companies. What have your experiences been since the early beginnings in January?**

When we, the peicom team and a few colleagues from pei tel, arrived at our sales office in Osnabrück in January 2020 for the first time, it was nothing more than a large, empty office suite. We first had to deal with the tasks of dividing up the space, establishing the IT infrastructure and selecting office furniture. We were able to equip a space measuring around 700 square metres. It's not the sort of thing you do every day. With lightweight plasterboard walls and plenty of glass, a modern office suite was born. We were also able to select the office furniture. Our aim was to make our workspace as ergonomic as possible, for example, with height-adjustable desks. In early April, we were then actually in a position to start work.

**So you, pei tel and peicom, share the office suite in Osnabrück. How do you get along?**

Getting used to a large office space wasn't all that difficult. We assigned the individual divisions (peicom Sales, Private Mobile Radio Sales, Facility Radio Systems Sales, Support, Product Management, Purchasing and Marketing) to separate islands so that the groups can work independently but also don't have far to go to consult other colleagues if necessary.

**Let's talk about peicom: You call yourselves direct providers of in-store communication for the retail industry. What do you understand by retail, and how would you characterise your work?**

We serve the retail industry – the places where you or I would go to shop. The focus is on the food retail industry – supermarkets such as ALDI, HIT or EDEKA. We are now trying to expand the customer base and have already equipped

several major DIY stores, animal supply shops and fashion stores in Europe.

We offer our customers solutions for internal communication. We do this with radio devices allowing employees on the shop floor to stay in contact with their colleagues as straightforwardly as possible.

**Aren't radio devices a little old-fashioned for communication?**

Yes, I admit that radio devices aren't exactly cutting edge. But what makes these devices unique is "press and speak". They are perfect for the purpose for which they were bought. Our customers ensure simple, fast communication in their stores with these devices. Press, speak and the entire staff is kept informed of the current situation in the store. They don't want complicated devices with loads of buttons. This technology should support, and not hinder, the employees in their everyday work. One major advantage is that radio devices generally don't require any infrastructure: They simply need to be switched on and off you go; the store employees are all contactable without any problems in terms of reach.

We have also noticed in the past 12 months that customers are looking for additional communication options. Some of our customers are already using end devices such as smartphones and tablets in their daily work for a variety of tasks. So it stands to reason that communication could also be handled by this device.

**What other requirements do customers have?**

For customers, it's essential that the supplier doesn't just sell products but offers a comprehensive solution. This generally means that we supplement the hardware with various services. This includes things such as customised programming.



Furthermore, it is important for our clients that their employees in the stores or businesses are properly trained so that they can use the devices properly. Only by doing so can they realise the advantages and accept the devices. This includes various training concepts, as well as service hotline if there are any questions or problems. Our comprehensive approach also includes issuing brief, clear information and training videos, the provision of various headsets or taking care of discussions with the works council.

Our customers ensure simple, fast communication in their stores with these devices.

**You just mentioned problems that might occur in a store. What kinds of problems?**

Well, there are various issues. These might be simple enquiries like "The headset is pressing on my ears too much", or "Is the radiation bad for me?" or "I can still hear my colleagues when they're in the car park." Is that allowed?" and "I wear a hearing aid. Can I connect it to the radio device?" to "Is it possible to link bottle deposit machines up to radio devices?". We are very grateful to the customers for sharing this feedback with us. This gave rise to the idea, for example, of integrating existing machines into the communication.

**That's interesting. How does that work?**

Let's take the example I just mentioned of the bottle deposit machine. We've probably all experienced the issue of the machine being full when you're in a particular hurry. So, wouldn't it be great if the bottle deposit machine simply reported to the staff that it was nearly full 10 minutes before it actually reached capacity?

We are now in a position to be able to guarantee this with our own ecosystem, peiECO. peiECO facilitates links between machines and sensors to internal communication systems. That means that the machine permanently reports the fill level of the container to our devices and we then decide with the customer when the staff should be notified.

This also works very well with bakers that provide us with a steady supply of fresh rolls and pretzels. These machines also provide a notification when the baking time is finished, for example. Furthermore, we are finalising the plans for a button that the end customer, so you or I, can press when we're in the store so that the staff can be notified when we have a question.

**And what other technological tricks have you got up your sleeves for your customers?**

Working with our customers, we always come up with new ways to make in-store work even more efficient. For example, we are working on using voice assistants to open gates or doors via voice command. Shutting machines off via voice command would also be feasible. In short: It remains an exciting area.

**Thank you to the three of you for the interesting insight into the work peicom does.**

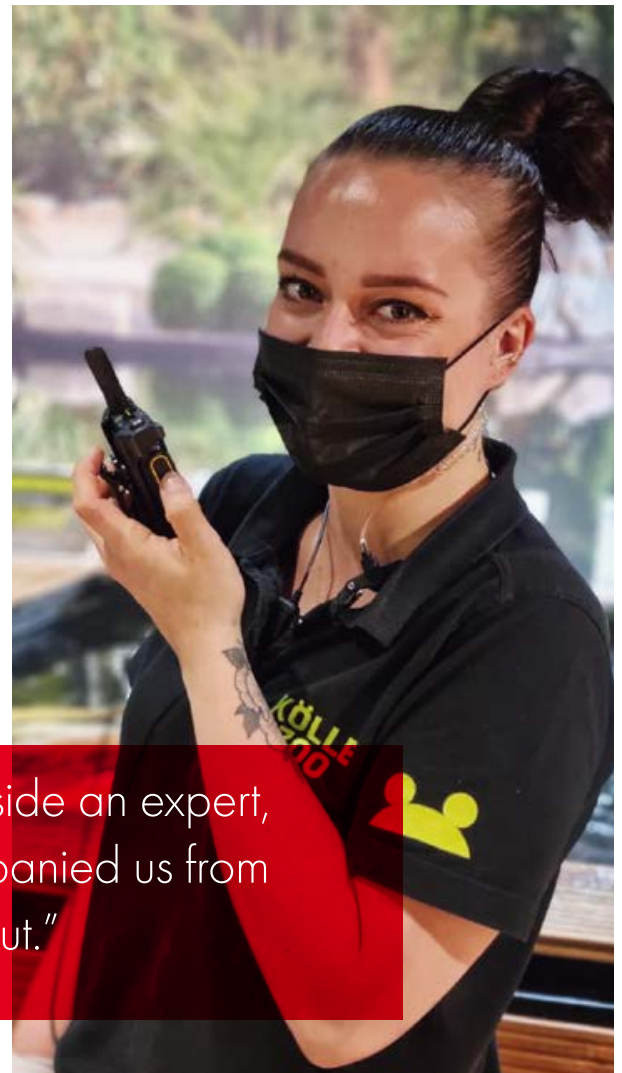
# Open to NEW EXPERIENCES

Radio communication saves time and looks professional. peicom persuaded the Kölle Zoo animal supplies store of the advantages of in-store communication solutions. Until now, in the 21 Kölle Zoo stores in Germany and Austria, staff generally communicated via telephone. This also meant busy lines so that customer calls could not be taken and information could generally only be shared between two staff members at a time.

The use of a new radio communication system now benefits staff and customers alike. The information shared, such as requests for details of ingredients in pet food can be listened into by any staff member equipped with the relevant end device, such as a radio device. In this way, information and knowledge is shared more broadly and, crucially, in real time. Phones are still in use in the departments, but are now only used for customer enquiries via phone.

The Kölle Zoo store in Vienna has a shop floor covering nearly 3,500 square metres and two floors – one of the largest of its kind in Austria or Germany. Coordinating via radio keeps movements within the shop streamlined, resulting in huge time savings, particularly in such a large point of sale. But even smaller stores with just two or more staff members can also benefit from the communication aid. For example, no announcements have to be made over the shop intercom if there are enquiries at the till, and the staff member does not have to leave the till area. Customers then receive the information they need quickly. This supports processes in the shop and gives the customer an impression of professionalism. "After a brief period of acclimatisation, the staff were able to recognise the initial improvements in the in-store communication after just a few days. This has become particularly evident in the quality of advice we are able to give our customers. Our employees can coordinate independently via radio, thus advising our customers more quickly and specifically," says Operations Manager Manuel Boxheimer from the Kölle Zoo store in Nuremberg. The system comprises a radio device and headset that is available in various versions so that all staff members can find the right headset. They are both easy to use

and lightweight. "When searching for and selecting the right solution for our stores, it was important for us to find a product that was easy to use and yet still fulfilled all of our requirements to a high standard. We were particularly pleased with the fact that the devices can be operated completely independently and thus did not have to be integrated into any existing IT infrastructure. The amount of support required is therefore minimal and the roll-out was seamless because no installation was necessary. The fact that radio devices technically operate as digital radio and cannot be intercepted was another plus point in order to prevent any external background noise," says in-house IT Consultant Niels Fischer from Kölle Zoo Holding.



"With peicom, we have at our side an expert, reliable partner that has accompanied us from the initial discussions to the roll-out."

Manuel Boxheimer, Kölle Zoo Nürnberg

# We have the SOLUTION

## A new ecosystem for retail

peicom is the newest addition to peiker Holding and had great ambitions, right from the start. Founded in 2020 and headquartered in Osnabrück, the company is specialised in intelligent communication solutions for the retail industry. With success! peicom products are already in use in many locations and are constantly being rolled out to more. To manage this, the company has developed its own comprehensive communication ecosystem. peiECO links staff, customers and machines in innovative ways – thus improving the retail experience.

In the retail sector, good communication is the key to success. A carefully coordinated team ensures seamless processes behind the scenes and better service for the customer. The peicom radio and app-based communication solutions facilitate this thanks to a reliable connection and ease of use. The aim is to support store employees in their day-to-day work and to continually adapt the systems to the requirements of their users. This was how peiECO was born – an ecosystem that does much more than just enable communication between staff. It also integrates information from machines in the store and makes it easier for customers to get in contact with the staff.

### SMART SOLUTIONS FOR MODERN RETAIL

Each area of retail has its own requirements, which peicom has recorded in numerous discussions with its retail clients. These findings were used to develop a whole host of solutions that can all be integrated in peiECO. Each store can select precisely those tools that it needs for its own range of products – always with the aim of optimising service and offering customers added value as opposed to online retail.

For example, special sensors in bottle deposit machines can provide notifications when they are approaching capacity. Employees receive a warning via radio or app in good time and can empty the machines without queues forming. In the same way, baking ovens sound an alarm when the rolls have finished baking. peiECO also offers what are known as customer buttons – easily visible buttons that can be positioned anywhere in the store that customers can use to ask staff when they have a question.

The buttons are as simple as they are practical, making customer advice more straightforward and also boosting sales: If someone is interested in a product that is kept locked in a cabinet because of its value, they don't need to go and

find a staff member in order to get the product. Simply pressing the customer button next to the product in question results in the whisky, toothbrush heads, etc., being dispensed. The in-store team receives a notification of where they are needed and can inform customers specifically, can open cabinets or help with purchasing decisions.

We process your signals –  
customised connections  
for your communication  
systems.

### LOCALISED SERVICE, CENTRALISED DATA

peiECO is based on a modular concept that can be precisely tailored to the shop's specifications. Depending on the number of staff and size, the number of radio devices, sensors and customer buttons can be freely selected. The beating heart of the system is peiCONNECT. It is installed in the stores in order to manage all signals, record data and evaluate it. In this way, peiECO not only supports the customer service team but also provides valuable information on optimising business processes.

Store managers receive extensive reports via the analysis tool. These reports reveal how often and at what times certain customer buttons are pressed, or how often a machine has sent an error notification. If a shop is part of a large chain, the data can be collected in the cloud in order to be able to compare one branch with another.

And that's just the start. The open structure of peiECO makes it possible for the peicom team to integrate further applications into the system in future. Initial plans for sensors to measure temperature and air quality are already available and peicom sensors are already registering customer interest.

# Ready for the TECHNOLOGIES OF TOMORROW

Which new technologies are going to make it? How sustainable are they? How can they be used to attain goals? These are questions that the Peiker family companies continually ask themselves in order to maintain their success. New trends have to be identified early on and analysed – from hardware to digital services. It's a task that peiker is happy to complete and also push forwards. It's for good reason that the company has registered and been granted well over 100 patents.

Relying on the right technologies at the right time – that's a tradition at peiker. For 75 years now, the Peiker family companies have been pushing various fields forwards. What started off as PEIKER acustic with microphones and miniature speakers has now evolved into complex transmission solutions for the automotive industry, applications for government agencies and leisure products.

## SOFTWARE IS THE NEW HARDWARE

If we look back at the developments that have shaped the market, one major change can be observed across all industries: software has become the decisive factor. While the focus used to be on the hardware itself, modern innovations generally take place at a digital level. Applications are now separated from the devices on which they are used. Just as the same apps can be used on various smartphones, professional communication systems are also increasingly independent from the hardware on which they operate.

This is a groundbreaking development that opens up new opportunities for peiker teams, too. This is because, for many tools, the technology that users hold in their hands is less important for many tools. Thanks to fast Internet connections, devices are always online and only have to access information instead of having to conduct power-hungry computations themselves. Well-known examples of this are Siri, Alexa and co. Artificial intelligence and complex voice recognition enable software to understand what we are saying and to process our requests very quickly. In other words: the cloud makes the impossible possible.

## THE CLOUD IN OUR SIGHTS

The developers in the company network draw on the abilities of modern infrastructure to create the next generation of communication technologies. We can already get an idea of it now. For example, many of the FTI's Ambulance Video Assistant (AVA) functions are already executed in the cloud and help the emergency services to save lives (see page 48). In the same way, peiECO helps streamline communication in the retail industry, resulting in a better shopping experience for customers (see page 55). pei tel also uses the PTCarPhone via a bridge for cloud-based system solutions (see page 22). In future, peiker CEE products will also be configurable via an app.

The new solutions will be made accessible to larger and larger target groups due to internationalisation, thus equipping the core business of the individual companies for the future. We are generally working on purely digital services in order to tap into new business models. And we do this with in-depth experience, intra-company expertise and a great enthusiasm for intelligent communication solutions.





Dear Andreas and family,

while I have not known you for all 75 years of Peiker's industrial activities (especially since I am not even that old), we have been friends and partners for quite a while. It was in the late 90's when we started to work together in the mobile phone business. You developed the car kits for our various phones, back when I was running Qualcomm's phone business. Together we explored the automotive industries with our first telematics ideas and after some years of effort, we finally succeeded together developing the first 3G and 4G network access devices and telematics units for Daimler and BMW.

Even today, we are still exploring new ideas and business opportunities. As we say at XCOM, the best way to predict the future is to invent it... and we have invented so much together. We wish you, your family and the whole Peiker family organization success for additional 75 years.

Your friend,  
Paul Jacobs  
Chairman & CEO, XCOM Labs



# The COMPANIES of the Peiker family

## **peiker Holding GmbH**

Gartenstraße 25 | 61352 Bad Homburg v. d. H., Germany  
T +49 6172 1799-0  
info@peiker-holding.com

[www.peiker-holding.com](http://www.peiker-holding.com)

## **peicom GmbH**

Gartenstraße 25 | 61352 Bad Homburg v. d. H., Germany  
T +49 6172 1799-0  
info@peicom.com

[www.peicom.com](http://www.peicom.com)

## **peiker Wohnungsunternehmen GmbH & Co. KG**

Gartenstraße 25 | 61352 Bad Homburg v. d. H., Germany  
T +49 6172 1799-0  
immobilienverwaltung@peiker-holding.com

## **FTI Engineering Network GmbH**

Ludwig-Witthöft-Straße 14 | 15745 Wildau, Germany  
T +49 3375 5235-0  
info@ftigroup.net

[www.ftigroup.net](http://www.ftigroup.net)

## **peiker CEE GmbH**

Gartenstraße 25 | 61352 Bad Homburg v. d. H., Germany  
T +49 6172 1797-500  
info@peiker-cee.com

[www.peiker-cee.com](http://www.peiker-cee.com)

## **pei tel Communications GmbH**

Rheinstraße 15 A | 14513 Teltow, Germany  
T +49 3328 3516-0  
info@peitel.com

[www.peitel.com](http://www.peitel.com)

## **peiker International GmbH**

Gartenstraße 25 | 61352 Bad Homburg v. d. H., Germany  
T +49 6172 1799-300  
info@peiker-international.com

peiker International, Inc.  
2591 Dallas Parkway #300 | Frisco, Texas 75034, USA  
info@peiker-lmr.com

[www.peiker-lmr.com](http://www.peiker-lmr.com)

## **Hofgut Liederbach Service GmbH**

Am Nassgewann 2 | 65835 Liederbach am Taunus, Germany  
T +49 172 6660838  
info@hofgut-liederbach.de

[www.hofgut-liederbach.de](http://www.hofgut-liederbach.de)



