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Team spirit

I don't know about you, but I believe in the success of teamwork! Why? Because teamwork improves productivity and innovation. More than ever, businesses now need to be flexible and powerful and therefore count on the knowledge of experienced employees and partners. They all contribute to effective teamwork.

peiker also relies on teamwork – not just internally in the individual peiker companies, but also in our collaboration with external partners. We are convinced that major objectives are best achieved by working together. This is why we engage in collaborations with part-

ners from all over the world. With targeted corporate investments and start-ups, we are not only expanding our range of services, but are also setting the way for the future. On page 8, we present some of our partners in more detail and report on the projects on which we will work together.

For example, we have major plans for the future with our new CEEMESH PRO product and with the PTCarPhone 6 from pei tel. While CEEMESH PRO is an enhancement of CEECOACH and offers disruption-free group communication even in the case of obstacles thanks to the latest Wi-Fi mesh technology, the new PTCarPhone is right "at home" on the LTE network and offers a mobile Wi-Fi connection at all times. You can find more information about our new products in the "Technology & innovation" section from page 12.

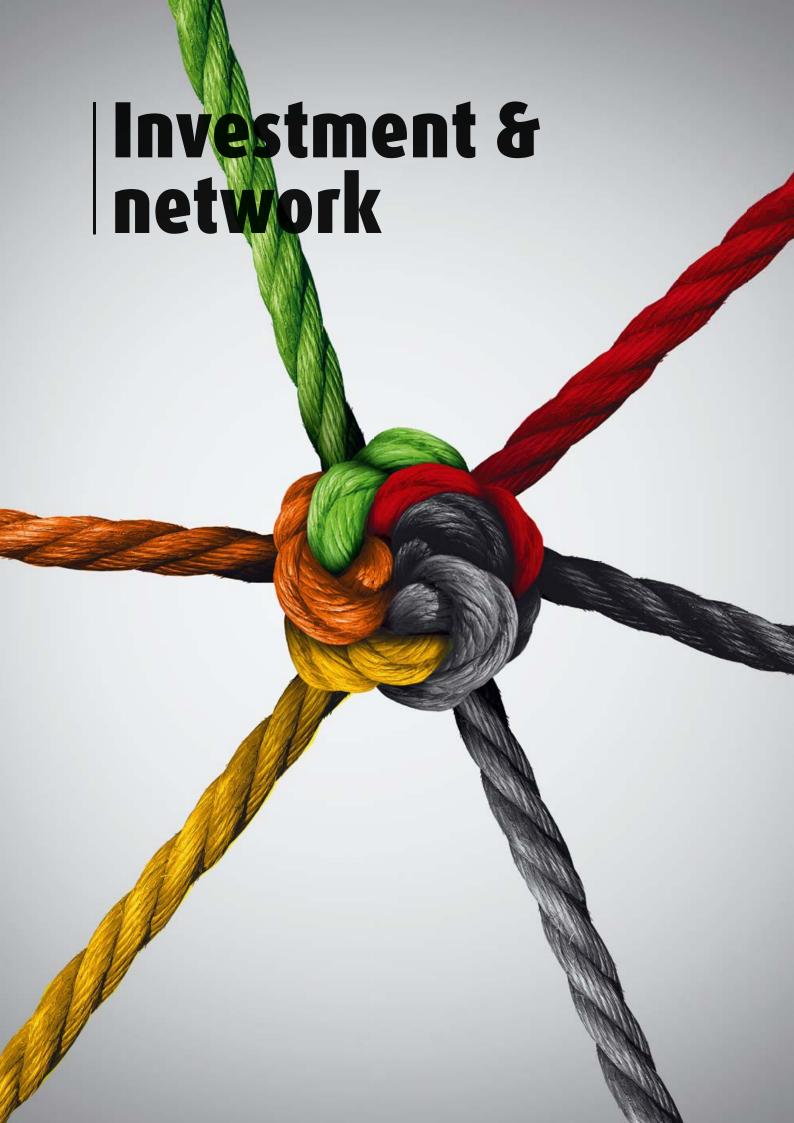
As is the case every year, the Skyline Cup is again an important issue that we would like to cover in our peiker press. We had dressage star Isabell Werth at the tournament for the third year in succession. She was on hand for two exclusive training ses-

sions and gave visitors the opportunity to avail of her considerable skills through professional coaching. That much is already clear: the tournament highlight was a resounding success. You can read more about this from page 20.

Have I sparked your curiosity? Then I hope you will also find the rest of the content of our new peiker press interesting. Happy reading!

Yours,

Dr Christoph SchilloCTO peiker Holding



peiker purchases residential complex in Haan, near Düsseldorf

peiker has invested in multiple properties in recent years. peiker has purchased another large residential complex this year in the Mettmann district of North-Rhine Westphalia, located between Düsseldorf and Wuppertal. The garden city of Haan is only around 20 km from Düsseldorf, which makes it an attractive place to live.

The approx. 4,000 m² property area consists of five solid brick houses with basements, three full storeys and two converted attics. Consisting of accessible, multi-bedroom apartments, the fully let existing property offers a total of 45 residential units, which makes it a stable investment.



Digital Champions Award for peiker company FTI



Successful project work: FTI team member at the awards ceremony in Berlin

The peiker company FTI Engineering Network GmbH won in the "Digital Customer Experience" category in the regional preliminary round of the Digital Champions Award. With this accolade, the FTI team even won the nationwide "Best Regional Champion" special award. The Digital Champions Award is a joint award from Telekom and WirtschaftsWoche, whose goal is to recognise the most important projects undertaken by small and medium-sized companies. FTI won for its "Ambulanz Video Assistent" (AVA) project.

Specialising in the development of system solutions for video technology in aviation, FTI is also committed to projects that enable technology transfer between different industries. The "Ambulanz Video Assistent" pilot project, which is currently still in the implementation phase, involved the creation of a demonstrator for establishing a reliable video, audio and data link between a paramedic on site and a mobile/stationary emergency doctor. The goal is to shorten the time taken to receive treatment.

Development of an international sales network

The various companies of the Peiker family are set up in such a way that they support one another and grow together. Sales also plays a key role in the development of new markets. And this is precisely where the expertise of peiker International lies.

The company which was founded in 2016 serves as a link between the companies of the Peiker family, partners and industrial customers all over the entire world. The aim is to establish a strong sales network, enabling peiker to continue to develop. The peiker International team laid the foundation for this during the past year and is undertaking projects on three continents. We would like to present some of these projects here and also take a look at the future.

Initial success in Asia

The Asian markets are traditionally open to new technologies and appreciate the high quality and safety standards of peiker products. Consequently, one of the principal goals of peiker International from the outset was to establish its presence in Asia.

With the long-standing sales partner Viamatrix, pei tel Communications acquired another major order on the Chinese market. Further projects are already in the pipeline. FTI also established new sales contacts in Asia and interested parties were identified for the video security systems of the peiker subsidiary.

Growth in the USA

The US market is very important for peiker – not only in terms of sales, but also for the product definition in line with market needs. This works bests directly in the local market. Consequently, peiker International opened a second corporate headquarters in Longmont, Colorado in 2019 in order to be more responsive and purposeful on the US market.

One of its first projects at its new site was to establish and offer engineering services – both for peiker companies and external customers. This has now been accomplished. With the foundation of CONNECTIPHY, a cooperation with the long-term friend and business partner Pat Kusbel. (See page 8 for more information about the new peiker subsidiary.)

There is also some good news from the United States on the sales side. A new major customer from the automotive supplier industry was acquired with Pana-Pacific. The American supplier already has pei tel microphones in its product range and will add the PTCarPhone 6 to its range as a new system solution in 2020.

peiker International also expanded its contact with the American communications giant AT&T. On the one hand, there is interest in including products such as the PTCarPhone or the new Ambulanz Video Assistent (AVA) in the range. In addition, there are also plans to combine the expertise from both companies and acquire new customers together.

AT&T has top-class sensor technology which can be optimally combined with the new CEEMESH PRO communication systems from peiker CEE. This enables appropriate solutions to be developed for the retail market. (See page 14 for more information about CEEMESH PRO.)

Eyes on Europe

These special retail offers are, of course, also of interest for European retail. Accordingly, peiker is planning to develop new areas of business through sustainable partnerships.

peiker engages in partnerships

Whether it's setting standards for new communication technologies, developing digital system solutions for equestrian sports or rescue services, peiker counts on collaborations with partners worldwide and builds on its own range of services with targeted corporate investments.

Collaborations with other companies enable peiker to focus on its own strengths and supplement these with valuable expertise and technologies. Existing processes are optimised in this way. We would like to present three of these partners in more detail: CONNECTIPHY, Seaver and ETRON.

CONNECTIPHY – progress through friendship

The establishment of a new company is always exciting. If it is also based on a long-standing friendship, it is something truly special. In the days of peiker acustic, when serving as an executive at Qualcomm and Snap Inc., Pat Kusbel was a valuable contact and consultant on matters including wireless communications technology. When he branched out on his own some time ago, he and peiker took the opportunity to establish a joint venture. peiker holds 50% of the shares. The name of the new company: CONNECTIPHY.

The young company based in Longmont, Colorado, has ambitious goals. CONNECTIPHY aims to grow quickly under the leadership of CEO Pat Kusbel. The focus is on the developing of modern communication solutions and technical consulting.

As an engineering service company, CONNECTIPHY initially helped the peiker companies to expand their portfolio. The first product developed with CONNECTIPHY is another CEECOACH generation from peiker CEE specifically designed for equestrian sports.

The software engineering expertise and consulting services of CONNECTIPHY for companies outside the peiker network are also increasingly being expanded. There are collaborations with well-known automotive OEMs here, for example. The use cases developed by Pat Kusbel and his team are being sold and licensed.



Pat Kusbel and Reinhard Kromer



Seaver -

intelligent tools for equestrian sports

The French start-up Seaver specialised in digital, highly sensitive sensor technology for product solutions in equestrian sports. Seaver is a small, highly specialised team and has an interesting product range. What links it to peiker is its shared passion for horse riding and the goal of developing product solutions to improve the relationship between horse and rider. To carry out joint projects, Seaver also receives support in the areas of technology, sales and market through the 25.1% share.

The functionality of this sensor system is similar to a fitness tracker used for horses. This records measurements such as the heart frequency and calorie consumption of the animals during training. All the data is stored in the cloud and processed in the app. This enables riders to adapt the training specifically to the performance of their horses and make it more efficient.

CEEFIT is the first joint project. This is a sensor installed on the saddle girth, which is connected to the future communication system CEECOACH+ via Bluetooth. The data recorded by CEEFIT is then passed on to the riders' headsets by CEECOACH+ in the form of voice messages.

CEE! FIT by SEAVER

Training targets can then be defined in practice. The rider receives the live data recorded during the training, so they can take direct action and successfully achieve their training targets.

"Practice shows that feelings can be deceptive during training. Many riders overestimate their own speed or aren't aware that, while they are doing a lot of riding, they are not achieving the key values necessary to promote effective muscle development," explains Gerd Naumann. In this way, the subjective feeling during riding is checked by means of objective data. "Ultimately, it's about monitoring the horse's health in every training situation and constructing healthy training."



ETRON – quality guaranteed

It is not just in the development of new technologies that peiker cooperates with other companies. Also in the manufacture of its products, the company has an experienced supplier by its side in ETRON. The Chinese company Electronic Manufacturing Service (EMS) spe-

James Qian (CEO/President of ETRON Technologies Co., Ltd) and Andreas Peiker

cialises in the production of printed circuit boards and has enjoyed a long and mutually appreciated partnership with peiker.

ETRON is currently industrialising CEEMESH PRO, the new communication system for industry. The next projects are already in the pipeline.

The Chinese supplier offers top-class production quality and aims to continuously optimise its processes. For example, product details are revised in order to save costs and optimise work steps.

'We are very happy to have the opportunity to work with such a reliable partner,' says Marcus Schulze, CTO of peiker CEE. 'Back in the days of peiker acustic, we created products with ETRON – and now we are pleased to work on new projects together again.'



Suzhou Industrial Park at night

Technology & innovation



pei tel presents the latest generation of vehicle telephones



The company from Teltow, near Berlin, develops and produces professional vehicle telephones. The PTCarPhone 6 series is part of the latest generation, where all devices are compatible with fastest standard on the market, Long-Term Evolution (LTE).

LTE is already widely available in many countries and continues to be expanded in Germany. pei tel has responded to this and, for the first time, is now offering all models of its current PTCarPhone 6 series in 4G versions. This enables telephone calls via voice over LTE (VoLTE), which offers significantly improved voice and audio quality. Thanks to multiple-antenna technology, the new models can also offer improved reception compared to their predecessors. It can also be used for the first time as a wireless Internet access option for other devices such as laptops, tablets or on-board computers.

"With the new PTCarPhone 6 series, we are combining the benefits of a fixed installation with the speed of LTE. This makes the devices ideal for those who value outstanding acoustics, a low risk of theft and loss and optimal data transfer rates," says Stefan Hübner, product manager at pei tel. Each time a connection is established, the call is first made automatically via VoLTE. If this is not possible, the system independently turns to 3G or 2G. In addition, all devices from the PTCarPhone 6 series have GPS tracking integrated for the first time, which enables the vehicle's location to be determined. Using the "Bridge" web portal, all systems installed in a fleet can be tracked live and displayed clearly on a map. Bridge also offers the opportunity to manage telephone books conveniently and configure various devices settings remotely. Bridge is completely free of charge and will be available to all users of PTCarPhone series 5 and 6 from the end of 2019.

Constantly growing demand

pei tel launched the first PTCarPhone as a fixed-installation retrofit solution in 2006. The company has been experiencing constantly growing demand ever since. Its customers include companies that are fitting them in their lorry and car fleets as well as police authorities, public fire brigades and emergency services (here also aid organisations). To take account of the different areas of application, pei tel offer various versions of the PTCarPhone. A special model is provided for authorities, for example. This is equipped with important accessory components for use in official vehicles as well as soft-

ware adapted to the specific requirements, which enables, for example, different participants to dial into a telephone conference. What's special about this is that, in the event of an interruption, the connection is reestablished automatically. There is no need to re-enter the number. This applies both to the call-in number and to any possible identification numbers. A special PTT function also enables communication as is customary from radio devices. Voice transmission only takes place when a separate key is pressed.

Interaction with CEEMESH PRO

Another interesting option will soon be available in combination with another peiker product: CEEMESH PRO. PTCarPhone and CEEMESH PRO will be connected in a mesh network. With this technology, multiple devices are connected together over Wi-Fi, thus producing an independent communication circuit. "Our goal is to filter out additional use cases and TO define interfaces," says Christoph Schillo, technical director at peiker Holding. One possible area of application involves rescue operations. Various paramedics can communicate with one another via CEEMESH PRO and then share medical data directly with the relevant hospital via PTCarPhone 6.

US market in its sights

At the launch of the new PTCarPhone 6 series, pei tel is also offering a special model for the North American market for the first time. A joint team consisting of pei tel, peiker CEE, peiker International and peiker Holding recently visited major automotive suppliers in the area to get a first-hand impression of the sales opportunities.

"In our view, the PTCarPhone 6 has great potential in the US market, as there are only 2G vehicle telephones currently on the market there and there are no successor models. We therefore see the opportunity to break into this market in need with our 4G version," explains pei tel product manager Stefan Hübner. Support from North American LTE networks is already in place. The biggest American network operators and their official networks are currently working on obtaining approval.

Module for voice and data transmission

In addition to the full-featured telephones in the PTCar-Phone 6 series, pei tel now also offers a module for voice and data transmission in an LTE version. The PTVoiceBox enables voice telephony to be fully integrated into an existing system, such as an on-board computer. A operating handset can be connected if required. Like the new PTCarPhone 6 series, the model also has six digital inputs and outputs (I/Os) which can be configured separately. During the development, high emphasis was placed on the simplicity of the integration. Open standard protocols, simple operation and comprehensive documentation ensure rapid, smooth integration in existing systems. The PTVoiceBox is also SMS-compatible and has the option to send concatenated SMS messages with up to four times 160 characters per message. Like with the models of the PTCarPhone series, the PTVoiceBox can also be managed via the Bridge online platform. The connectivity solutions from pei tel enable disruption-free voice and data transmission based on LTE.





The new communication systems of peiker CEE

peiker CEE stands for intelligent communications solutions, not only for equestrian sports, but also for leisure and industry. The products from the Bad Homburg-based company combine innovative technologies with user-friendly operation. The systems from peiker CEE enable simple, wireless communication without the need for a smartphone. The next generation of devices will soon be launched on the market – with extended functionality, revised designs and new technology. Here you can learn which features the future developments of peiker CEE will offer.

CEEMESH PRO – by professionals for professionals

This new communication system which peiker CEE is currently launching is specially tailored to the needs of professional users. Be it for industry, retail or authorities – CEEMESH PRO enables secure, reliable connections for users from various fields.

It is the perfect tool for connecting with supermarket employees, giving scaffolding erectors clear instructions from the ground or coordinating complex logistics tasks. There have been a lot of changes compared to previous peiker CEE models.

CEEMESH PRO has a new design and a robust case and also offers a display that offers access to various additional functions for the first time. The devices are designed in such a way that they can also be operated with work gloves or under adverse conditions.

The devices already have a significant technological change in their name – they combine Wi-Fi mesh with Bluetooth technology. This enables CEEMESH PRO to host group meetings with up to ten people.

In practice, CEEMESH PRO can be adapted to many different types of situations. For example, it can be combined with sensors to send essential data to the headsets of emergency forces. The system can also inform supermarket staff automatically and discreetly of empty stock via the supermarket network. CEEMESH PRO can thus ensure increased security and an improved customer experience as required.

CEE MESH PRO



CEE COACH+

CEECOACH + – for smarter horse riding training

Another product in development is CEECOACH + – the next version of the successful CEECOACH systems. Just like its predecessors, the new generation ensures improved communication during riding training and offers top-class voice quality, even over long distances. However, the range of functionality goes far beyond that of the old devices.

CEECOACH + uses a proprietary mesh network to connect up to 16 participants with one another. Similar to CEEMESH PRO, it can also be connected to useful accessories. For example, it can play back data from apps without the rider having to look at their smartphone, and it can receive training times from the new CEEFIT.

The design of CEECOACH+ is the result of an evolutionary model development. The focus remains on simple operation by means of three large buttons. However, there are now two additional functional buttons at the edge of the device that allow further settings to be made without distracting from regular use. This will further simplify the pairing process. CEECOACH+ is set to be launched on the market next summer.







pro-equi is now CEEQUINO

Following the motto "success through realignment", the Oldenburg team of peiker CEE (previously known as pro-equi) renamed itself and is now called CEEQUINO. The new team and brand name is made up of the words CEE (from peiker CEE) and Equino (Italian for horse). With this, peiker CEE is underlining its corporate branding strategy.

CEEQUINO specialises in the development of web-based software solutions for data management in equestrian businesses. This enables all data and information to be recorded and accessed centrally.

CEEQUINO supports communication in stables

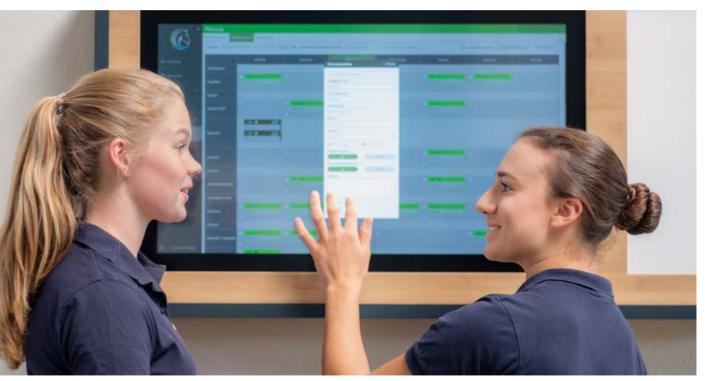
The objective of CEEQUINO is to offer users the simplest and most intuitive interface possible, where all data relevant for the business can be entered and viewed quickly and conveniently. This digital information panel will thus significantly improve communication in the stable.

Information can be accessed directly and updated quickly and conveniently as required. The product includes a multilingual user interface and can therefore be used in stable facilities with international staff.

An equestrian centre where CEEQUINO is already being used is Hofgut Liederbach. "For us, this modern software solution is a great help and makes our everyday stable management easier," says managing director Daniela Büdenbender. The system is currently being tested in general stable activity by dressage world champion Isabell Werth.

CEEQUINO can be used for the following applications:

- Customer service (owners and horses or riding students)
- Riding or lesson planning
- Holiday planning for employees
- Stable and box planning
- Billing for boxes and lessons



The future of peiker CEE

The Bad Homburg-based company is the established market leader in digital communication devices for the riding industry. It has exciting new projects in the pipeline and is working on smart technologies for future projects. The peiker CEE team has clear objectives: to expand its existing product range and improve its communication. It also aims to break into new industries and markets.

Intelligent support for horse owners

peiker CEE products follow a general philosophy – they are designed to strengthen the relationship between horse and rider. To do this, they support riders in different ways. From riding training to stable management, from performance management to welfare. These areas are becoming increasingly more connected in order to offer holistic system solutions for horse owners.

The CEE app for iOS and Android devices is a key part of the implementation. It serves as a digital interface between different products and ensures simple, higher-level operation. Ongoing developments are increasingly geared to this – always with a focus on user-friendly implementation.

"Our vision is that all peiker CEE products be built based on one another and that all systems be connected with one another and constantly receive new feature enhancements. We want to create a coordinated system that optimally supports riders with their horses and does not disturb them in the process."

Gerd Naumann, managing director

New markets, new goals

The technology developed by peiker CEE has long been of value to more than just horse owners. For example, the company is already working on special solutions for business, such as the logistics industry, authorities and the retail sector.

See pages 9, 14 and 15 et seqq. for more information about future products from peiker CEE.







Watersports pros see the benefits of modern Bluetooth communication

Located close to Frankfurt Airport is Raunheimer Waldsee, where the watersports facilities of WAKEPORT Rhein-Main are very popular. The key figures from the scene meet up there to live it up in one of the most modern wakeboarding facilities in Germany. And recently with audio support from CEECOACH. "We're using the waterproof XTREME version with our students during training and are delighted with the results," says Wakeport managing director Clint Liddy. "Previously, we had to shout out commands to be heard several metres away, but now communication is much easier and there are no misunderstandings because everything is understood better - and this is of great benefit to us." Before Liddy went into business for himself with Wakeport, he was a well-known professional wakeboarder. He took part in one competition to the next, with international brand companies lining up for the chance to work with the Australian star. "The scene has developed a lot in recent years," says Liddy. "Both the facilities and the features are becoming more modern. CEECOACH therefore adapts perfectly to this trend and is ideally suited to the technical training support on the water."

Watertight communication for stand-up paddling

One of the most successful stand-up paddlers at present is also using CEECOACH. When Hannah Leni Krah gets on her stand-up board, she always has her Bluetooth communication device with her. Within three years, Krah

became a fixture in her national stand-up paddler team, and she is now winning one important title after another. The Dresden native, who discovered her passion for SUP after many successful years of canoeing, she has been named "Germany's next SUP star" by industry magazines. She goes to the elite sports school in Dresden and knows that this is a real honour. Those who are admitted here are already part of the squad and need to pass annual performance tests. They spend several hours a day training on land and water. "When I get on my board, CEECOACH XTREME is with me. I can easily communicate with my trainer, even from several metres away," the young watersports athlete explains enthusiastically. "The best thing is that we don't need to shout any more, but can just speak normally with one another."

NEW: Waterproof outdoor kit for CEECOACH

Version 1 and 2 CEECOACH devices will also be able to get wet in the future. A waterproof protective cover was recently made available for both systems, which can be sold as a practical accessory. This enables CEECOACH to be used for water activities as well as in dry environments





The Skyline Cup 2019

Five days of pure equestrian excitement: the Skyline Cup took place at Hofgut Liederbach for the third time on 2–6 October 2019. Participants and visitors enjoyed five days packed full of exciting competitions from various disciplines as well as an exclusive glimpse at the training methods of a world champion.

After an opening speech from Andreas Peiker and Daniela Büdenbender, the managing director of Hofgut Liederbach, it was time for the first events, including many from the Skyline Cup 2019. Riders from different classes took part in competitions and inspired sponsors, supporters and visitors. This included dressage with the draw reins competition up to Class S**, Intermediaire I, as well as jumping with style jumping test in Class E up to jumping test Class S*.

The versatility of Hofgut Liederbach once again came to the fore. Several competitions could easily be held simultaneously in the centre which has an area of approximately 15 hectares – be it in the jumping ring, the two dressage arenas or the hall. Despite the bad weather, the well-versed team from Hofgut was able to overcome many adversities.

"The Skyline Cup is very close to our heart. An event with so many guests, riders and animals needs long planning, lots of passion for detail and strong teamwork," says managing director Daniela Büdenbender. "Only with such a great team were we able to make the

tournament such an incredible event. "We're proud and happy that the many visitors had such a good time here."

Training with a world champion

A real highlight of this year's Skyline Cup was the public dressage training with multiple world champion and Olympic champion Isabell Werth. In two training units, she gave students Navina Tessmer from RSG Fallbachtal e. V. and Norina Eigenherr from PSV Liederbach valuable tips for future competitions.

Isabell Werth is a regular at Hofgut Liederbach and knows all about the place. However, as the centre is constantly improving, she is always able to learn something new there, as she reveals to the press: "I've known Hofgut for many years and I've been here for all the tournaments. But it's still always exciting to see all the things that have happened since I've last been here."

Great interest in young horses

As well as sporting events, there was another special highlight for horse lovers. A foal auction was also organised during this year's Skyline Cup for the first time. Hosted by the Deutsches Sportpferd Süddeutsche Pferdezuchtverband (south German association for the breeding of racehorses), all 19 young animals presented found new owners. The foals generated impressive prices of up to 12,500 EUR in front of a large audience. A highly successful conclusion to five exciting, entertaining days of equestrian sport.

































CEECOACH in use for social engagement





The German Red Cross rescue dogs team (Rettungshundestaffel – RHS) Donaueschingen works on a voluntary basis for the search for missing persons with dogs. "We are called upon when people find themselves in an emergency situation through no fault of their own, be it children who mysteriously disappear, suicidal people, people suffering from dementia or disoriented people, or simply recreational athletes who have suffered an injury or got lost in the woods,' explains Ute Majer, volunteer dog handler with the Donaueschingen rescue dogs team. However, people who choose this type of responsible social commitment must be aware that resources are available seven days a week, 24 hours a day. When teams of dogs are called upon, there is always a human life at stake. Only through high-quality training can the helpers get the required level of safety for cases of emergency. Many hours of training and tests every two years are mandatory.

To set the dogs off on a scent, they sniff at an odour sample (e.g. item of clothing) at the beginning of an exercise which belongs to a person being looked for. During this search, also known as mantrailing, the dog is kept on a leash and the CEECOACH is used. "In contrast to radio devices, CEECOACH enables communication with the attendant or dog trainer without any additional assistance. The dog can do its work with a steady leash and does not need to be additionally stopped,"

says Ute Majer. Another benefit is that the dog does not notice when instructions are transmitted from the trainer to the handler, and these can be directly implemented. "Previously, errors were discussed during debriefing and could not be corrected until the next training session. With this kind of communication, this is possible during the training, and the dog is not distracted from its work," says the dog handler.

In addition to the mantrailers, the German Red Cross rescue dog team also has large-area search dogs available, which are used especially for searching large, complex areas. Here, the dogs run without a leash and search the designated area systematically for human smells. The presenter mode in CEECOACH is very useful for us, especially for training dogs, especially young dogs. This allows the instructor to provide the handler with timely corrections and assistance that are not audible to the dog. The dog handler can therefore react immediately to the indication of the dog.

"Our training takes place whatever the weather, be it cold, hot, wet or dry. The robust XTREME version is therefore perfect for us, as it's just as weatherproof as we are," Majer says with a laugh. "The simple handling and light weight impressed us the very first time we used the device."

Want to contact us? We'd love to hear from you!

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The companies of the Peiker family

