



Our commitment to innovation in sensing technologies is matched by our commitment to supporting our global customer base with nearby service, support and training facilities. This existing worldwide network enables us to support both long-term programmatic opportunities and rapid fielding requests, which our customers appreciate.

Nations around the world are adapting to a new fiscal environment, and one of the central themes we are seeing is the use of flexible assets for a variety of missions. Given the diversity of challenges, the demanding operational environments, and tight budgets, today's acquisition organizations need to find products that solve multiple problems. Our multi-sensor imagers for airborne, maritime, land and man-portable operations do just that. Advanced high definition imaging with integrated analytics and intelligent software means the same sensor providing long-range target identification will also support broad-area search and rescue.

## Israel Aerospace Industries (IAI)

**Joseph Weiss, President and CEO, Israel Aerospace Industries (IAI)**



(Photo: IAI)

Israel Aerospace Industries (IAI) operates in all arenas; air, land, sea, space, HLS, and cyber, and brings a wealth of technologies and know-how, both in the domains of defense and civil aviation. IAI's portfolio is very versatile and can easily be modified to answer a customer's specific needs.

In the current climate of declining budgets one of the keys to maintain our position as a significant leader in the aerospace market is that of global cooperation.

We keep working on expanding our presence and activities in target markets, especially in South East Asia, Europe, and in South America, with particular emphasis on all matters relating to acquisitions and global cooperation. For example, IAI is teaming up with foreign companies such as IACIT in Brazil and Airbus Defence & Space in Germany.

IAI understands more than ever the importance of reaching emerging markets by developing ground-breaking systems. There is a world trend towards systems that reduce the total life-cycle cost (LCC) to deal with cuts in defence budgets, and this results in a move towards unmanned systems, and simulation training systems that enable low-cost training, both fields where IAI is considered a world leader.

IAI continues to design strategic steps to improve the company's competitive edge and retain its leading position in global markets. There is great significance to the variety of IAI's operating segments both in the defence and commercial aviation sectors. The diversity of its operations allows IAI to offer its customers comprehensive systems solutions and cope efficiently with the challenges in different market segments. IAI also invests resources and focuses on the conversion of defence technologies for commercial markets to leverage our extensive knowhow and accomplishments in the defence market. A notable example is our innovative robotic TaxiBot aircraft tractor which is currently generating much interest among global investors and aviation companies.

## MetaVR

**W. Garth Smith, CEO of MetaVR**



(Photo: MetaVR)

Since its inception in 1997, MetaVR has been a small company focused on developing commercial Windows-based software 3D visualisation and 3D terrain creation products used for simulation training. A unique feature of our company is that we do not charge for software feature addition which means that both existing and potential customers have much lower costs for their training programs.

Declining budget cuts force a high return on training investment, resulting in increased emphasis on simulation -- and of course visuals are a key part of simulation. Simulation training reduces costs on training on real aircraft and ground vehicles (for example, reducing costly fuel and airframe wear and tear). Often, simulation training eliminates the geographical constraint as well. By eliminating the need to travel great distances to train at a physical training site, it enables warfighters in many situations to train



Real-time VRSG screen capture of simulated GRAY EAGLE UAS and APACHE helicopter in flight over MetaVR's synthetic 3D terrain of Kismayo, Somalia. (Screenshot: MetaVR)

remotely in networked environments to learn new skills, gain accredited training hours, and keep current on skills all with the goal of improving combat readiness. The U.S. Air Force and Air National Guard use our image generator – Virtual Reality Scene Generator (VRSG) – in conducting networked training exercises from various sites across the USA. (Some are NATO coalition exercises.)

Being a small company keeps us nimble and able to follow up on new opportunities quickly. This in turn has resulted in our products being adopted by a diverse customer base with a wide variety of applications, such as UAS operator training, manned flight simulators, mission planning and rehearsal, JTAC simulation training, and urban operations training.

We often hear from our simulation end-users directly which means we are aware of their requirements as they evolve. These requirements in turn help us focus on developing product features that are needed.

In recent years, we have seen two simulation training applications that have gained importance and increasing focus for funding: UAV operator and JTAC/FAC training. The simulation requirements of these applications have driven a lot of our product development.

We have also seen increased importance in simulation software for training coming from non-US markets.

## PIAP

**Piotr Szynekarczyk, Deputy Director of Intelligent Systems Security, PIAP**



(Photo: PIAP)

Poland's export experience of defence industry is of many years, there is no question about long record. However, the transformation process of the economy and its transition to capitalism imposed much greater stimulation than in any other industrial sector. The collapse of Warsaw Pact and Poland's accession to NATO and UE obliged decision makers, both in state owned and private companies, of military exporters to reorient their constant pursuit for clients to other countries. Some markets were completely new and challenging, whereas on other previous cooperators became competitors. New alliances and strategic decisions enabled to find niches for further development. This necessary adaptation to different standards and technology made Polish producers, who survived on international markets, even more experienced. And still Polish law and regulations concerning the export of arms do not ease fast geographical expansion, but the bureaucratic experience of the past is here a helping hand.

PIAP as a military exporter is an excellent example for all the above. Despite the fact that Poland is still not widely perceived as producer of sophisticated technology, we have managed to develop innovative robotic solutions that have succeeded simultaneously in countries where price is a crucial factor like Nigeria, where quality rules like in Saudi Arabia, where latest technology and innovation is a must like in South Korea and not forgetting about the most competitive namely USA and UE.

Many exporters underline this advantage where Polish products may have quality of Western Europe but price competitiveness of the Eastern