

**KNM Electronic Portals  
Media Information 2012**

KNM Media is a company specialising in the provision of information, marketing and public relations services in the defence, security and aerospace markets.

KNM Media are the only electronic media company to publish both "on-line" and "hard copy" CD versions of our unique defence, aerospace and security directories in **Arabic, English and Spanish**

The screenshot shows the homepage of WorldSecurity-index.com. At the top, there's a search bar and navigation links for 'Home', 'Contact', 'Product/Service', 'Name A to Z', and 'Country A to Z'. Below the search bar, there are buttons for 'Register' and 'Order CD'. The main content area includes a 'Welcome to WorldSecurity-Index.com' message, a 'Browse Directory' section with buttons for 'Product/Service', 'Name A to Z', 'Country A to Z', and 'Featured Entries', and a 'REGISTER HERE' section with a note about CD availability for private network users.

**AGUSTAWESTLAND** أغسطس وستلاند

أغستوستلاند إحدى شركات فينميكانيكا (Finmeccanica) هي الرائدة في العالم في إنتاج طائرات الهليكوبتر مع مجموعة كاملة من المروحيات للاستخدامات العسكرية والحكومية والتجارية.

**منظومات الهليكوبتر العسكرية**

تمثل منظومات أغسطس وستلاند العسكرية منظومات لا مثيل لها من خلال هليكوبتر أي 119 كوالا (Koala) (A119) التي تزن 3 طن ذات المحرك الواحد وصولاً إلى إي إتش 101 (EH101) التي تزن 15 طن. ويؤدي دمج المنظومات الحديثة مع المعدات إلى جعل الهليكوبتر منظومة عملية كاملة وليست مجرد منصة عمل. وتمثل الهليكوبتر نوع (A109LUH) ذات محركين الرائدة في مجال متعددة الأدوار وبمكثتها نظمية مجموعة واسعة من العمليات العسكرية.

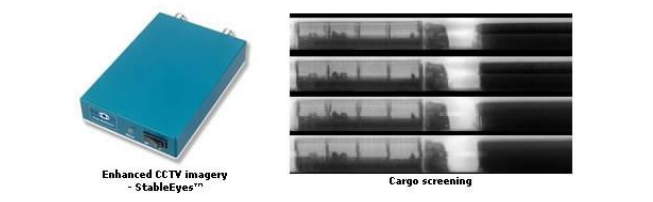
وبنيت سوبر لنكس (Super Lynx) خصيصاً للعمليات البحرية وهي الأكثر مبيعاً في العالم كهليكوبتر بحرية خفيفة وحقت سمعة باهرة لقراتها الفائقة ضمن محيط السفينة. أما هليكوبتر (EH101) ذات الرفع المتوسط فليها تحمل حالياً في الخدمة في أنحاء العالم في أنوار مختلفة. وتعتبر الهليكوبتر (EH101) ذات الثلاث محركات الأكثر تقدماً وتتوفر بنسخة بحرية وخدمية ولأغراض البحث والإنقاذ.

واعتمدت الهليكوبتر الخدمية الجديدة أي بي 139 (AB139) كغالبية التوربين على الخبرة المشتركة لكل من (أغستا وبيل) لتضع قياس جديد في سوق التلقائية المتوسط فيما يتعلق بالأداء والراحة ومقاومة الكبح. وتمثل الهليكوبتر (AB139) والمروحية المائلة (BA609) منتجات وبنية العمل المشترك لشركة بيل/أغستا أيروسبيس كورمباني (BAAC).

In airport and aviation security, significant security development, information human factors upon which

With 90% of all international trade conducted by sea and the threat of terrorist attack ever greater, our maritime security solutions enable you to comply with national and international regulations as well as minimise the risk to your organisation. Capability includes physical and information security audits, advanced modelling and simulation capabilities and sophisticated swimmer detection systems to protect ports, harbours, ships and coastal assets.

Using advanced technology and people sciences, we have also developed a reputation for leading-edge law enforcement support. Our solutions help create a safer society by enhancing physical security, profiling people, preventing counterfeiting and theft, scanning (using non-invasive technology) and training law enforcement officers in a range of skills and expertise.



Detectors X-Ray < Detectors < Security, Law Enforcement and Counter-Terrorism < Index

**ICM** X-Spector FlatScan 27" ... the portable X-Ray solution!

Identify the threat. Anysize, anytime, anywhere!

Key: Corporate entry, PDF PDF's available, Company overview, Web link, Email link.

**Featured Companies**

**Advanced Aviation Technology Ltd.** Compton, Surrey, United Kingdom  
**Allen-Vanguard**, Tewkesbury, Gloucestershire, United Kingdom  
**American Science and Engineering (AS & E)**, Billerica, Manchester, United States Of America  
**Ametek Advanced Measurement Technology**, Oak Ridge, United States Of America  
**ICM - INDUSTRIAL CONTROL MACHINES**, Welkenraedt, Belgium  
**L-3 Security & Detection Systems**, Woburn, United States Of America  
**L-3 Security & Detection Systems**, Bracknell, Berkshire, United Kingdom  
**NUCTECH COMPANY LIMITED**, Haidian District, Beijing, China  
**QinetiQ**, Farnborough, Hampshire, United Kingdom  
**Rapiscan Systems**, Espoo, Finland  
**Renful Technologies**, Hendon, United Kingdom  
**SCANNA MSC LTD**, London, United Kingdom  
**Science Applications International Corporation**, San Diego, California, United States Of America  
**Security Pro USA**, Los Angeles, Ca, United States Of America  
**Smiths Heimann**, France  
**Varian Medical Systems**, Las Vegas, Nevada, United States Of America  
**VestGuard UK Ltd**, Tolleshunt Knights, Essex, United Kingdom  
**Vidisco Ltd.**, Or-Yehuda 60375, Israel

**All Companies**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3 | top

3DX-Ray Ltd, Melton Mowbray, Leicestershire, United Kingdom

A | top

**Advanced Aviation Technology Ltd.** Compton, Surrey, United Kingdom

## How are they unique?

*They are the only global products of their kind published on the web and in CD format.*

## Why is this important?

*Two reasons:*

- 1) many government agencies work in secure networks, so do not have easy access to the web, so we supply them a CD version of the directories for use on their networks,*
- 2) we distribute 1000's of CD issues at key events around the world ensuring that your information is delivered to the people you need to reach.*

## What else?

They are the **only** directories in these markets published in **English, Arabic** and **Spanish**

## Why is this important?

*Users tell us that they want the written word, i.e. your marketing material, in their own language and this is backed up by research. Whilst English is still the language of international business, its use is declining rapidly on the internet.*

*Greg Holbrook of the International Web Export Research Unit, (which was set up in 2000 to help companies maximise international web sales and communication), is quoted as saying;*

*"In 1998, 89% of commercial websites were written in English. Today that figure has dropped to just 40%, which is an indication of how quickly things are changing. More significantly, perhaps, 87% of business users search the web, not in English but in their native language."*

*It is also obvious that proprietary government networks will also be in the users own language.*

*Quote "It's just good manners"*

## What can these products do for us?

*We can guarantee publication of all your relevant press releases.  
We guarantee that your press releases are picked up by the major search engines.*

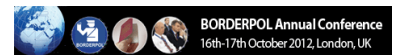
*We guarantee global distribution of your press releases and marketing material on our CD issues at key events around the world.*

*We guarantee inclusion on our E-Newsletter service.*

**KNM web directories average over 10 million hits per year!**

**KNM distribute thousand's of CD's at events worldwide!**

*CD issues of KNM Directories will be distributed at all these key exhibitions in 2012:*



*You can include your company profile in our CD issues*

## Upgrades, Sponsorship Opportunities and Rate Card 2012

### 'Premium' Entry £515 for 12 months

A high value button advertisement on the homepage linked to your company 'Profile' entry. This consists of 500 words (English only) of text outlining your company's products and activities as well as up to 6 x images (200 x 200 pixels) and a logo. You may take advantage of the free **Press Release Database**. Advertisers will be given an individual access code and able to post their press material direct to the site. This material will appear in both the **web** and **intranet** versions of the database distributed to registered users and at key exhibitions and conferences (see above).

### 'Profile' Entry £175 for 12 months

Enhance your entry with your company logo (120 x 120 pixels) and a hyperlink to your web site and e-mail service. Also included in the 'Profile' entry are 500 words (English only) of text outlining your company's products and activities as well as up to 6 x images (200 x 200 pixels). You may take advantage of the free **Press Release Database**. Advertisers will be given an individual access code and able to post their press material direct to the site. This material will appear in both the **web** and **intranet** versions of the database distributed to registered users and at key exhibitions and conferences (see above).

### 'Premier' Entry £1,415 for 12 months

Includes all of the above-mentioned features plus translation into 'Arabic' and 'Spanish', vitally important in a world where 80% of web users browse in their own language.

### Category Sponsorship (468 x 60 pixels) £500 per category for 12 months

Category sponsorship will make your company the sole sponsor of a particular category. The sponsor will receive hyperlinks both to their own web site and an e-mail link. Category sponsors will also move to the top of the otherwise alphabetical category listing.

### Master Category Sponsorship (468 x 60 pixels) £1,000 for 12 months

Master category sponsorship achieves maximum exposure for your company as the visitor navigates through the site to their area of specific interest.

### Home Page Tower Advertisement (120 x 500 pixels) £2,700 for 12 months

Become a **KNM Directories** home page sponsor and have your company-branding advertisement appear in both the **web** and **CD network** formats. Sponsorship will include a dedicated 2000 word, 16-image company profile. Translation is available at an additional cost.

### Home Page Rectangle Advertisement (300pix x 250pix) £4,500 for 12 months

Includes a dedicated 2000 word, 16 image, 'Corporate Profile' within the relevant KNM directories. This includes your company logo on the home page linked directly to your entry. Translation is available at an additional cost.

### Full Site Sponsorship - £25,000 for 12 months

Become the **KNM Directories** primary sponsor and have your company banner appear in the masthead on **every** page of **KNM Directories**, both in **web** and **network** formats. Sponsorship will include a dedicated 1000 word company profile translated into **Arabic** and **Spanish** to appear in all formats.

CD cover and box cover advertising opportunities are available, pricing available on request.

**Web Hosting** is also available; please contact us directly for further details.

[www.WorldSecurity-index.com](http://www.WorldSecurity-index.com) works in partnership with [Borderpol](#)

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