



**DSEI**

15 - 18 September 2015  
The World Leading  
Defence & Security Event  
ExCeL, London

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# US COMPANIES CHOOSE DSEI

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Against a background of encouraging US export statistics, Defence and Security Equipment International (DSEI) represents an important platform for US exhibitors to access valuable international export markets. With more than 1,500 exhibitors, DSEI 2015 offers a key opportunity in the business to business calendar, and with more than 32,000 visitors expected, including 150 programmed delegations from over 60 countries, the global defence customer base will be open to US companies. Overall, some 2,800 VIPs from established and emerging defence and security markets around the world are anticipated.

The United States has taken a firm lead as the largest major exporter of defence equipment globally, according to the latest report on international defence and security transfers published in March by SIPRI. Recent data issued by Statista shows US defence exports totalled over \$6 billion in 2014. Despite future expectations around the shift in the balance of global power, the United States, with its spending power, is still the primary determinant in worldwide trends in military expenditure. However, it is also clear that the US defence sector is increasingly reliant on exports to sustain their order books during periods of fiscal constraint at home, and DSEI is a critical event in promoting an increased presence in the market place.

US companies have again booked a significant amount of space at DSEI 2015, which will showcase aerospace, land, maritime and security capabilities. The US Pavilion is the largest ever with 107 companies confirmed so far, while major American prime contractors exhibiting elsewhere in the halls include Boeing, Lockheed Martin, Northrop Grumman and Raytheon - in total, over 190 US companies will be present at the show. Smaller, specialist companies range from established participants to first time exhibitors (more than 60). They span a broad range of capabilities, including night vision goggles, optics and cutting-edge communications systems. Also on display will be pioneering products providing protecting against life-threatening impact related injuries; experts in embedded computing technology, and providers of specialist

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surveillance equipment to military and law enforcement agencies.

The event is designed and marketed to enable visitors to optimise their time by pre-planning the sectors and companies they wish to see in the huge exhibition halls. DSEI Event Director, Duncan Reid, said "Once again we are looking forward to hosting a wide array of international companies from across the defence and security spectrum. Representation from the US is particularly strong, with DSEI providing a gateway to European, Middle Eastern and Asian markets, with the latter two regions in particular increasing spending on defence imports from the US. We are excited about the important role that US exhibitors will play in this year's show".

**-ENDS-**

### **Exhibitors in the US Pavilion at DSEI 2015 include -**

**Trident Research**, from Austin, Texas, will showcase its new Multi Event Automated Scoring (MEAS) capability for use in Trident's TRACSTM (Terrestrial Realtime Acoustic Classification and Scoring) and TARGTTM (Tactical Acoustic Realtime Geolocation and Training) live fire testing and training systems at DSEI 2015. The new capability, delivered to the US Army Yuma Proving Ground, automatically provides one meter accurate, three dimensional geodetic scoring to any firing platform, detonating munitions in a predefined test or training area. Any number of indirect or direct fire platforms and targets can now be geolocated in areas up to several square kilometres. Trident's trade secret acoustic technology supports tactical combat scenarios, including all terrain, all weather, day, night, dust, and debris conditions.

Whitney Doering, Marketing Coordinator, said: "Trident Research has been developing and refining our live fire weapon testing and training products for the past ten years. The level of performance and maturity in our products has reached a point where we believe they are of value to the international community. DSEI is our first foray into the international market place. We believe it will be an excellent venue for us to learn and refine our international marketing presence. We look forward to the

opportunity to share with a global audience the value that our technology provides to land and sea based weapon testing and training. Trident's mission is to be a world leader in acoustics-based live fire weapon testing and training. DSEI is the first critical step in that journey".

**Leidos** plans to demonstrate a wide-spectrum of innovative capabilities and technologies that are currently supporting the UK Government and other customers. Leidos was recently selected by the UK Ministry of Defence as the preferred supplier to manage its defence logistic commodities and services. Known as Logistic Commodities Services Transformation (LCST), the 13-year contract involves procuring non-military essentials such as food and medical supplies, and providing storage and distribution services for the UK's Armed Forces at home and abroad. Leidos will showcase its logistic as well as other capabilities including integrated tactical solutions, safety and security products, and advanced cyber security solutions.

**Motion Reality** is best known for its fully immersive virtual reality simulation training system, VIRTSIM, which supports up to 12-man squads in basketball court size facilities. Unlike screen simulators, where trainees are 'observers' of screens, it transforms trainees' entire bodies into 3D avatars where they become fully immersed in a virtual battle and are 'participants' who can run, crawl, shoot, fight up/down stairs, etc. Motion Reality has chosen DSEI as the world's first trade show to present its newest virtual reality training simulator, Dauntless, the successor to VIRTSIM. Among Dauntless' many new features are world-leading high resolution graphics and video game capabilities using CryEngine, arguably the most powerful graphics engine for games.



**Curtiss-Wright Defense Solutions** will be displaying its newest highly-

engineered COTS system solutions, including its comprehensive range of rugged LCD touch-screen mission displays (with night vision goggle support) and its size, weight and power (SWaP)-optimised video management systems (including video switches and recorders). Additional hard-wearing open architecture COTS products on display will include its latest generation of VPX-standard based single board computers and its family of rugged high-capacity data recorders. Curtiss-Wright's Parvus family of small and ultra-small network switch/router and mission computers will be offered for use in space & weight constrained platforms, such as ground vehicles, helicopters and UAVs, that need compact (and even pocket sized") solutions for integrating modern networking and computing solutions. Additionally, Curtiss-Wright's Indal group will be showcasing its shipboard helicopter handling and storage systems (Assist, Secure and Traverse) that enable rotor-craft missions in even the most severe sea conditions.

For more information please contact

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Media registration for DSEI 2015 is now open. Please register for your media pass to the DSEI exhibition and Strategic Conferences at: <http://www.DSEI.co.uk/register>

### **About DSEI**

Defence & Security Equipment International (DSEI) is the world's largest land, sea and air defence and security exhibition, bringing together senior international trade and military experts from across the entire supply chain in an optimal business environment. DSEI is a biennial event held in London and will take place from 15-18 September 2015. To learn more, please visit <http://www.dsei.co.uk/>

### **About Clarion Events Limited**

Clarion Events is the largest independent and one of the top three events organising companies in the United Kingdom, running exhibitions, conferences and seated events across UK, Europe, the Americas, Middle East

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and Asia. Clarion's business-to-business and business-to-consumer events serve 15 different market sectors including: defence & security, leisure, entertainment, finance, retail, gaming, fine art and energy. To learn more, please visit <http://www.clarionevents.com/>

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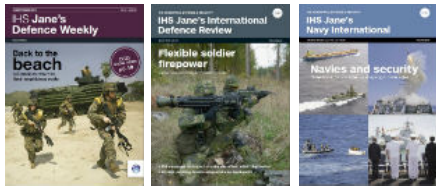
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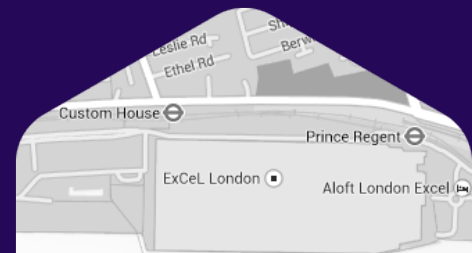
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**→ DSEI 2015 date & time:**  
*Tue 15th - 09:30 - 17:00*  
*Wed 16th - 09:30 - 17:00*  
*Thu 17th - 09:30 - 17:00*  
*Fri 18th - 09:30 - 16:00*

### Venue Info

✖ ExCeL, Royal Victoria Dock, 1 Western Gateway, London E16 1XL  
*Nearest train stations:* Custom House / Prince Regent



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