



Dear Customers, Partners and Staff,

*Our thoughts remain with customers, colleagues and the people of Japan who have endured so much in the past months. Remembering those tragic events, we are reminded that when safety is the priority, compromise is not an option. Flexibility and reliability have become extremely important for the world's financial and non-financial industries. Read about how Business Continuity and Disaster Recovery can be implemented in our Technical Insight story, and enjoy a closer look at a public transport system in a large metropolitan area in Germany.*

*WEY continues to invest in sustainable and future-proof solutions, and our development teams have worked intensively to extend the product line with the new IP Remote Solution. Additional products have also been successfully launched recently. For example, read about WEY oneDesk, an innovative suite of tools to streamline the desktop. Standard Chartered Bank in Singapore was the first site to go live with this solution.*

*WEY also continues to focus on the expansion of its entities. The inauguration of its new regional headquarters in Singapore in late 2010 marks a highlight of expansion in the Asia Pacific Region. This major hub enhances our ability to serve our clients and business partners across this dynamic region.*

Best regards,

Mario Okle & Armin Klingler  
Managing Directors

## WEY Group expands in the Asia Pacific Region

**The WEY Group continues to expand its scope of operations in the global marketplace with a focus on the Asia Pacific region.**

The world in which we live is changing fast. Whereas the Asia Pacific region has long been recognised for interesting opportunities and for offering diversity in investment portfolios, this region is rapidly becoming a driving force for global economic recovery and expansion. Investment strategies of the past need to be re-evaluated to take advantage of promising opportunities. Keeping in mind the economic growth and market potential across the region, WEY is positioned to expand significantly in the years ahead.

WEY has developed and strengthened its business presence in key Asian cities over the past 10 years. Collaborations with local and international partners have evolved into representative offices in Tokyo and direct client support operations in Singapore, Taipei and Mumbai.

### WEY in Singapore

In response to the growing demand for integrated solutions in banking centres, WEY launched its new Asia Pac headquarters in September 2010 in the heart of the financial district in Singapore. His Excellency Mr. Jörg Al. Reding, Swiss Ambassador to Singapore, inaugurated the new facilities. The Singapore location places WEY at the geographic centre of the Asia Pacific business region.

Our office showcases WEY's latest technology and will play a crucial role in the

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  - VBK and AVG in Karlsruhe, Germany
- Product News:
  - WEY oneDesk Solution
  - IP Remote
- Technical Insight: Business Continuity
- Spotlight: Singapore, Cobra Assembler

launch of new products as well as the coordination of client services and support for all our Asia Pacific customers. The strategic location was chosen for its proximity to new and existing clients in the city, and to provide a WEY operational hub for our business partners and customers across the region.

### Next Stop Hong Kong

According to the Global Financial Centres Index 2010, Hong Kong is now the third largest and most important exchange in the world, rapidly closing in on New York and London. With this in mind, the WEY Group will continue its regional expansion with a new corpo-



Singapore offices located in the Chevron House

rate entity in China in 2011, located in Hong Kong. You will be hearing more about our long-term commitment to serve the international financial and trading community in the region in the months and years ahead. ●●●



## Standard Chartered Bank in Singapore

**The innovative WEY *oneDesk* Solution is streamlining trader desktops at Standard Chartered Bank in Singapore, the first site to go live in a global deployment plan.**

### Client

Standard Chartered PLC is a leading international bank, listed on the stock exchanges in London, Hong Kong and Mumbai. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90% of its income and profits in Asia, Africa and the Middle East.

### Challenge

Standard Chartered (SCB) has a number of initiatives to continually optimise its internal operations. Standardisation of the desktop screen configuration on the trading floor is a key goal because standard screen layouts simplify support, reducing screen count saves power, and uniformity gives staff a more pleasing working environment. A single row of screens on the trading desks has been made an absolute requirement to provide line-of-sight trading.

Traditional deployment of market data services uses dedicated screens to display trading applications. Apart from being physically different, they are often mounted to the side and above the PC screens, ruining line-of-sight trading and compromising the screen space available to users for their local PC.

### Solution

WEY Technology worked with Standard Chartered to integrate both market data and transactional services that traditionally require dedicated screens on the PC desktop.

The WEY *oneDesk* suite incorporates Capture, Focus, Mouse Switching and the MK06 Keyboard to solve the screen dilemma on the SCB trading floor.

Capture technology is utilised to present market data screens in windows on the trader's PC desktop, and the user interface is designed to integrate services as far as possible in the Windows environment. This means that users are able to treat normally separate services



Screen shot with WEY *oneDesk*

such as Bloomberg, Thomson Reuters Dealing 3000 and EBS as part of the desktop. Simply clicking on the target window activates the WEY keyboard to control that service.

Focus technology means that other applications on the PC can also control the WEY MK06 Keyboard, providing each user with application specific function keys and the ability to easily tailor the keyboard to their exact requirements.

### Benefits

Standard Chartered trading desks are now configured with widescreen panels, providing traders with all the essential trading tools on fewer screens using less power. This enables true line-of-sight trading in a tidy environment – all this with over 35% increase in usable PC desktop space.

### Conclusion

Anthony Hodge, Head of FM Infrastructure Solution Design at SCB in Singapore comments: "The positive feedback from traders has given us more reasons to replicate this to the rest of SCB's major hubs. WEY *oneDesk* simplifies the use of complex trading applications, removing the need for additional dedicated monitors and allowing traders to use single keyboard and mouse devices to control multiple PCs, making their life simpler and more efficient. WEY *oneDesk* is definitely one of the best technology solutions we have implemented." ●●●



## Public Transportation Karlsruhe VBK and Albtal Transportation Company AVG

**WEY Technology and euromicron solutions GmbH were commissioned to design and realise a system solution for a new joint control room for VBK (Verkehrsbetriebe Karlsruhe) and AVG (Albtal-Verkehrs-Gesellschaft) in the city of Karlsruhe, Germany.**

### The Karlsruhe Model

VBK is responsible for operating and maintaining public transportation for the city of Karlsruhe, Germany, carrying more than 110 million passengers annually. AVG operates the commuter trains in the region and a light rail network consisting of circa 460 km of track.

The “Karlsruhe” model has received worldwide attention as a leading transportation concept insofar as commuter trains are permitted to use the railway network throughout the region. The comprehensive integration of urban and regional infrastructure is exemplary. A new milestone was achieved in 2010 when both transportation companies moved into a shared and centralised control room.

### Mission

The future-proof control centre consists of 22 multiple screen workplaces with access to a total of 120 computers. Among other factors, the quality and reproduction of a multitude of video sig-

nals was of utmost importance for monitoring and controlling the vast network.

### Solution

The new control centre is particularly impressive in terms of ergonomics. The user-friendly desktop environment is based on WEY MK06 and EK2000 Multifunctional Keyboards, making it easy and intuitive to control all the computers and applications that are common in control centres such as Thales, Bombardier, etc.

Each workplace is equipped with 10 monitors and controls up to 6 PCs, making 120 workstations available in the control centre. One of the biggest challenges was to enable the display of up to 16 video signals onto the monitors at each desk in a simple and flexible manner. With the WEY Multifunctional Keyboards, operators control and switch their monitors individually, either with full keyboard and mouse functionality or in view-only mode. User defined keys mean that they do not have to remember special combinations or call upon on-screen menus to toggle between systems.

All the computers were remoted to a secured system room located directly under the control centre. Fibre optics was chosen to optimise space in the cable ducts. This guarantees real-time

transmission and brilliant picture quality also for high resolution images. Additionally, the infrastructure design provides significant bandwidth availability for future applications.

### Benefits

By concentrating on a single console, the operators enjoy an enhanced management overview. The intuitive switching between monitors via hotkeys provides maximum control, and real-time access to the remoted computers ensures the highest levels of security. The modular architecture contributes not only to a higher operating and maintenance efficiency, but also simplifies the deployment of future applications. Thus the solution is sustainable and designed for use over the long term.

With WEY Technology, VBK and AVG have chosen a partner which develops and delivers its own products and solutions, ensuring an optimal customer service.

### Conclusion

Mr. Rainer Krause, the Project Manager from AVG and VBK comments on working with the WEY Solution as follows: “Due to the expandable and compact modular system in a 19-inch design, the solution is ideal for our tables and cabinets.”





## WEY oneDesk for Trading Floors and Control Rooms

The goal of trading floor and control room design is to provide traders and operators with a highly efficient working environment which is also easy to maintain and adapt. Building on many years of experience, WEY has produced the solution to meet both current and future needs, the WEY oneDesk.

### Why WEY oneDesk?

By deploying a single keyboard and mouse, traders and operators are provided with an uncluttered desk for maximum efficiency and effectiveness. The move to widescreen monitors provides the opportunity to standardise the displays and lends a very clean and tidy look to the environment. This standardisation makes it easier, for instance, to preserve line-of-sight operations by removing a second tier of screens.

WEY oneDesk is a solution for every desk. A recent trading floor installation in Singapore deployed the MK06 keyboard with four widescreen monitors in portrait mode. By migrating to WEY oneDesk, the screen resolution and overall real estate of the displays improved giving traders visibility of all their applications on the PC desktop. In addition, the user can simply click the mouse in the Thomson Reuters Dealing 3000 window, switch seamlessly to the application and start trading immediately.

### The Suite in Detail

WEY oneDesk combines a suite of complementary WEY solutions and is easily tailored to meet specific user needs.

- **Multifunctional Keyboards or USB Switches** provide basic keyboard and mouse switching.

- **Mouse Switching** allows seamless switching between computers treating multiple screens as a single interface.
- **Focus** provides context sensitive soft keys which immediately detect the active application.
- **Capture** integrates other computers onto the normal Windows desktop.
- **Copy Paste** makes it possible to copy text and objects from one of the user's computers to another.

### How does it work?

WEY oneDesk uses a single multifunctional keyboard and mouse to control multiple PCs running Windows, Linux, or OS X and financial information products such as Bloomberg and Thomson Reuters Eikon. With the premium MK06 Keyboard, Thomson Reuters Dealing 3000 or ICAP's EBS are also



WEY Mouse Switch Solution allows users to switch and toggle between PCs merely by moving the mouse cursor from one screen to another



With Focus technology, the programmable soft keys on the WEY keyboard are automatically switched to the functions of the active application

# PRODUCT NEWS

supported. Traders can switch from PC to PC using hotkeys or treat their monitors like a single screen using WEY Mouse Switching Software. The software runs on Windows XP 32/64, Vista 32/64, Windows 7 32/64 and Linux.

No more 'special' dedicated screens are necessary with the WEY Capture solution, as the transaction screen is plugged into the user's PC and displayed on the Windows desktop, crisp and clear.

With WEY Focus, just clicking in the window switches the keyboard and mouse to the service of choice and activates the right legends and functions. Bloomberg, Thomson Reuters Eikon,

or whatever PC source is desired becomes available with one simple click. Just open an object and the functions are automatically displayed. The information is at your fingertips!

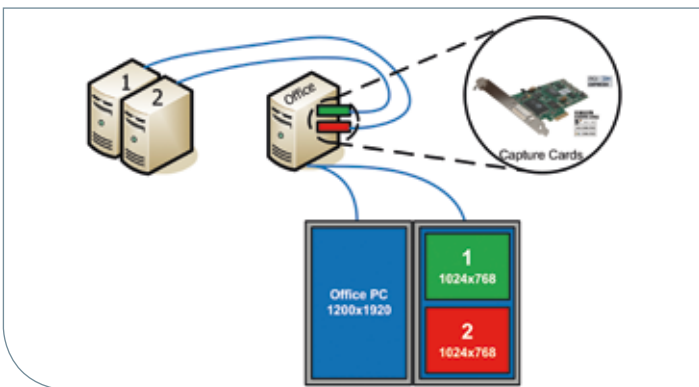
Using WEY Copy Paste, the user can copy from any application on one Windows PC and paste to any application on another PC on the same network.

In the Command and Control Room environment, the WEY *oneDesk* solution facilitates the seamless integration of individual computers onto a single desktop. This provides operators with a single workspace to simultaneously monitor and control all the critical control room applications.

WEY *oneDesk* also supports the integration of shared computers allowing desktop overview and the contention of resources that are normally dedicated positions.

## Summary

Not only does WEY *oneDesk* furnish users with one keyboard and one mouse for full control. Operators can also treat multiple screens as one virtual monitor, copy and paste data as if they have one PC and combine different workstations on one Windows desktop. All this with application sensitive soft keys makes the WEY *oneDesk* one of the most integrated desktop solutions for traders and operators. Integrate all your requirements without compromise. ●●●



The WEY Capture Solution displays any video source in a free-scalable window on the PC desktop



Copy-Paste between all your PCs with WEY Copy Paste technology

## IP Remote Solution

**WEY's new IP Remote solution is a KVM extender over IP.**

With WEY's new IP Remote product, you can remote workstation video, audio, keyboard and mouse signals to any distance. Using the IP/Ethernet protocol and compression techniques, it is possible to transmit signals from one PC with dual video outputs, or one single video output featuring DVI Dual Link.

Using SFP (Small Form-factor Pluggable) modules simplifies the integration into copper or fibre networks. With the workstation located in a secure sys-

tem room, installs, moves, adds and changes (IMACs) are more manageable. Users can change desks without the disruption of moving PCs from one workplace to another, significantly



IP Remote is available in standalone or rack models

lowering downtime, effort and costs required for IMACs.

## Highlights

- IP/Ethernet transmission (SFP Module)
- 2x DVI digital or analogue up to 1920x1200@60Hz (RB)
- 1x DVI digital 2560x1600@60Hz Dual-Link
- 3x USB
- 2x PS2 (Mouse/Keyboard)
- 1x audio bidirectional stereo (48kHz, 16-bit)
- 2x serial up to 115.2 kBaud
- Reduced bandwidth due to compression
- Reduced noise and heat emissions at the desk
- Reduced power consumed at the desk
- No adjustments required ●●●



## Business Continuity meets Free Seating

**Business Continuity Planning and Disaster Recovery (DR) sites continue to pose real challenges for companies in the financial industry sector.**

Business continuity plans are required by governmental or financial market regulatory bodies, and are enforced for technical security and risk management reasons. Existing concepts cover operational and business interruption scenarios only to a certain extent. One significant disadvantage of today's common approach is that expensive resources lie idle in back-up sites and cannot be profitably utilized in normal day-to-day business processes.

One reason for this situation has been that the exchange of relevant real-time financial information between a primary trading floor and its back-up site has not been possible due to performance constraints. Efforts to outsource the financial IT infrastructure have not led to positive results in most instances. One exception to this is the concept by which a Terminal Server / Citrix farm can meet the requirements.

### New Approaches to DR

In the past years, several technology providers, including the WEY Group, have strongly focused on the ability to remote entire "desktops" over standard IP networks using data compression techniques. Today this can be achieved

in specifically designed networks with virtually no latency, opening up new opportunities to revisit the topic of business continuity scenarios.

### Multiple Trading Floors

In metropolitan areas, it is now technically possible to transmit either entire "desktops" or single financial services from a central and secure IT centre to one or more trading floors – or alternatively, to swap services between two trading floors.

WEY has concentrated on delivering completely "non-intrusive" solutions which do not need to be built into servers or workstations. Despite this restriction, the latency times and the required bandwidth are absolutely comparable to high end competitor solutions.

### Information Exchange

The core concept behind information exchange between two trading floors can be illustrated by means of the following example. One of our clients has recently chosen this approach.

The bank in question maintains two trading floors in the same city, both equipped with their own WEY Allocation System. This allows the bank to take full advantage of the benefits of free seating in both locations while enabling the extremely easy management of financial services. The trading floors are located 15 km from each other and

are connected via fibre optics to ensure fast and secure bank-internal data transmission.

In each of the two buildings, the bank provided IT connections to those financial services which are required for their respective business operations. So traders on both floors can operate independently and without the connection between the two buildings.

Additionally, both WEY Allocation Systems have been extended so that the financial information systems in each building can be cross-connected to the second switch in the other building.

### Business Continuity

If one of the trading rooms is no longer functional, the financial services located in this site can be accessed from the other trading floor, and vice versa. This level of business continuity and protection is available without any manipulation or reconfiguration of the system, and without corrective actions needing to be taken by financial information providers.

Two crucial factors are key to ensure the feasibility of this solution:

- The ability to transmit analogue images, as many financial services are still available via analogue interfaces
- A very short lag time for compression and reconstruction of the images ●●●



## WEY Technology Asia Pacific in Singapore

**WEY's new Asia Pacific headquarters is located in the heart of the city's financial district in Singapore. Clients, partners and business prospects are invited to visit the offices to experience the latest technological developments from WEY.**

According to Giuseppe Zaccaria, Managing Director of WEY Technology Asia Pacific, "Based on the 2010 Global Financial Index, Singapore is ranked the fourth largest financial trading centre in the world. The opening of our WEY Technology regional HQ here reaffirms our long-term commitment to provide outstanding service to all our clients in the region."



His Excellency Mr. Jörg Al. Reding, Swiss Ambassador to Singapore inaugurates WEY's new Asia Pacific headquarters in Singapore

## Investing in High Technology

**The latest addition to WEY's in-house manufacturing infrastructure is the new Cobra from Essemtec, a Swiss-made SMT Assembler.**



WEY's new Cobra SMT Assembler in Zurich

Internationally competitive products can be developed and manufactured only by using high technology production equipment. WEY continues to invest in leading edge production facilities in order to offer state-of-the-art products at attractive prices.

The latest addition to WEY's in-house manufacturing infrastructure is the new high-speed "pick and place" Cobra from Essemtec, a Swiss-made Surface Mount Technology (SMT) Assembler now in service since late 2010.

### Highlights

The Cobra is a high volume production machine featuring the following highlights:

- Assembly speeds up to 20,000 components/hour to bring products to market faster than ever before
- Up to 240 feeder positions for multiple product assembly and changeovers with minimal stand still time
- Exact measurements of all components leading to more accurate assemblies and world-class quality products





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