

Frost & Sullivan Recognizes Sonotron NDT for Leadership in the Nondestructive Testing Equipment Market



Frost and Sullivan. (PRNewsFoto/Frost and Sullivan)

SAN ANTONIO, TX UNITED STATES

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To remain competitive in this market, Sonotron NDT focuses on its core strengths - superior performance, continuous innovation, and commitment to product development. The Sonotron NDT product line includes high-performance yet affordable and easy-to-use NDT equipment to meet the demands of diverse target markets with ease. Today, the product line comprises ten standard products from simple high-end flaw detectors to complicated automated testing systems. Through 2007 and 2008 Sonotron NDT added seven new products to its portfolio; the most sophisticated of them are ISONIC PA AUT, ISONIC AUT 16/32, ISONIC 2009 UPA Scope, ISONIC 2008, and ISONIC 2006.

"The NDT market is a highly mature and fiercely competitive market, dominated by world-class manufacturers," says Frost & Sullivan Research Analyst Vijay Mathew. "Though a relatively young company, Sonotron NDT has built a reputation for superior technological expertise through continuous innovation."

The key features associated with all of Sonotron NDT's instruments include an intuitive user interface and real time imaging with 100 percent raw data recording, flexible client-server programmed architecture that provides fast implementation of non-typical inspection tasks specified by customers. Another feature is a modern communication protocol that allows control by remote PC through LAN or Internet. This enables one person to control multiple inspections from the comfort of an office, for trouble shooting or real time second opinion, without any limitation on distance.

Overall, Sonotron NDT has consistently expanded its product portfolio through continuous investment in R&D. Its excellent capabilities to respond to customer needs, striving to offer them the best solution at the right price and in a timely manner, is the direct result of its commitment to R&D. In 2007, the company invested close to 20 percent of its overall revenue in R&D. The company's R&D budgets are based on long-term development programs.

"Despite the global financial crisis, Sonotron NDT continues to invest in R&D to enhance its existing product line and develop new products that incorporate appropriate features and functionality, so as to remain competitive with respect to technology, price, and performance," notes Mathew. "Unlike other companies that utilize trades shows and exhibitions to develop stronger ties with customers and understand their immediate needs, Sonotron NDT goes a step further, regularly sending representatives to customer sites, to carry out inspection demonstrations on their samples and in their real working conditions."

With products that have become synonymous with reliability and great value for money, the company has consistently demonstrated its commitment towards its customers through its innovative product line and excellence in customer service. In recognition of this fact, Frost & Sullivan is proud to present the 2009 Award for Product Line Strategy to Sonotron NDT.

Each year, Frost & Sullivan presents this award to the company that has demonstrated the most insight into the needs and product demands of its customers. The recipient company has optimized its product line by leveraging products with the various price, performance, and feature points required by one or more market segments.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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Contact :
Jake Wengroff
210.247.3806
jake.wengroff@frost.com

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Contact:
Jake Wengroff
210.247.3806
jake.wengroff@frost.com

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Jake Wengroff
210.247.3806
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Contact:
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Contact:

Jake Wengroff

210.247.3806

jake.wengroff@frost.com (<mailto:jake.wengroff@frost.com>)

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Frost & Sullivan Recognizes Sonotron NDT for Leadership in the Nondestructive Testing Equipment Market

[10-August-2009]

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To remain competitive in this market, Sonotron NDT focuses on its core strengths – superior performance, continuous innovation, and commitment to product development. The Sonotron NDT product line includes high-performance yet affordable and easy-to-use NDT equipment to meet the demands of diverse target markets with ease. Today, the product line comprises ten standard products from simple high-end flaw detectors to complicated automated testing systems. Through 2007 and 2008 Sonotron NDT added seven new products to its portfolio; the most sophisticated of them are ISONIC PA AUT, ISONIC AUT 16/32, ISONIC 2009 UPA Scope, ISONIC 2008, and ISONIC 2006.

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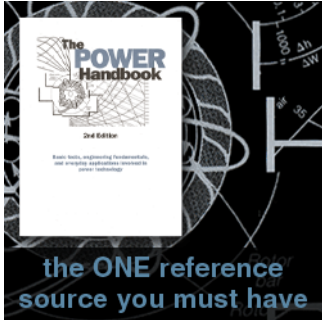
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Contact:
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Contact:

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210.247.3806
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MOUNTAIN VIEW, Calif., Aug. 10 /PRNewswire/ -- Based on its recent analysis of the nondestructive testing (NDT) equipment market, Frost & Sullivan recognizes Sonotron NDT with the 2009 Global Frost & Sullivan Award for Product Line Strategy of the Year, for its line of high-quality NDT equipment marketed to a broad clientele. Sonotron NDT's ability to provide cost-efficient, high quality products that seamlessly integrate the industry's latest standards and technologies has cemented its position as an innovative solution provider in the NDT equipment market.



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To remain competitive in this market, Sonotron NDT focuses on its core strengths - superior performance, continuous innovation, and commitment to product development. The Sonotron NDT product line includes high-performance yet affordable and easy-to-use NDT equipment to meet the demands of diverse target markets with ease. Today, the product line comprises ten standard products from simple high-end flaw detectors to complicated automated testing systems. Through 2007 and 2008 Sonotron NDT added seven new products to its portfolio; the most sophisticated of them are ISONIC PA AUT, ISONIC AUT 16/32, ISONIC 2009 UPA Scope, ISONIC 2008, and ISONIC 2006.

"The NDT market is a highly mature and fiercely competitive market, dominated by world-class manufacturers," says Frost & Sullivan Research Analyst Vijay Mathew. "Though a relatively young company, Sonotron NDT has built a reputation for superior technological expertise through continuous innovation."

The key features associated with all of Sonotron NDT's instruments include an intuitive user interface and real time imaging with 100 percent raw data recording, flexible client-server programmed architecture that provides fast implementation of non-typical inspection tasks specified by customers. Another feature is a modern communication protocol that allows control by remote PC through LAN or Internet. This enables one person to control multiple inspections from the comfort of an office, for trouble shooting or real time second opinion, without any limitation on distance.

Overall, Sonotron NDT has consistently expanded its product portfolio through continuous investment in R&D. Its excellent capabilities to respond to customer needs, striving to offer them the best solution at the right price and in a timely manner, is the direct result of its commitment to R&D. In 2007, the company invested close to 20 percent of its overall revenue in R&D. The company's R&D budgets are based on long-term development programs.

"Despite the global financial crisis, Sonotron NDT continues to invest in R&D to enhance its existing product line and develop new products that incorporate appropriate features and functionality, so as to remain competitive with respect to technology, price, and performance," notes Mathew. "Unlike other companies that utilize trades shows and exhibitions to develop stronger ties with customers and

understand their immediate needs, Sonotron NDT goes a step further, regularly sending representatives to customer sites, to carry out inspection demonstrations on their samples and in their real working conditions."

With products that have become synonymous with reliability and great value for money, the company has consistently demonstrated its commitment towards its customers through its innovative product line and excellence in customer service. In recognition of this fact, Frost & Sullivan is proud to present the 2009 Award for Product Line Strategy to Sonotron NDT.

Each year, Frost & Sullivan presents this award to the company that has demonstrated the most insight into the needs and product demands of its customers. The recipient company has optimized its product line by leveraging products with the various price, performance, and feature points required by one or more market segments.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Sonotron NDT

Headquartered in Israel, Sonotron NDT was founded in 1993 and has a strong global presence. It has consistently delivered top-of-the-line products and services used for multiple applications across a wide range of industries including aerospace, oil, gas & petrochemical, power generation, military and nuclear among others.

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Contact:
Jake Wengroff
210.247.3806
jake.wengroff@frost.com

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Jake Wengroff
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FROST & SULLIVAN RECOGNIZES SONOTRON NDT FOR LEADERSHIP IN THE NONDESTRUCTIVE TESTING EQUIPMENT MARKET

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Contact:
Jake Wengroff
210.247.3806
jake.wengroff@frost.com

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