

HIGH TECH



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Please describe your company in a few words.

SES America is an ITS (Intelligent transportation Systems) solutions provider of cutting-edge innovation and industry-leading energy efficiency products. We are the only US company offering full size Dynamic Message Sign (DMS) powered by Solar Energy. Our clients form the core of who we are, and communication, commitment and personalization drive our approach to customer service. Our custom solutions, including Retrofit, Task-Specific and Full Solar DMS, are fitted to the needs of our diversified client base, and raise the bar for other ITS solution manufacturers.

How do you see your company in the US in the next 5 years?

SESA is a growing actor in the industry and continues gaining market share mainly thanks to its technological advance, its niche products and customer services. In the next 5 years, we will increase our R&D investment and our manufacturing capabilities to serve US and Canada while focusing on technical innovation, energy efficiency and solar powered products. Our goal is to double our revenues and customer base and to become the reference of the industry. For information, in only 2.5 years, SESA doubled its

number of employees and will more than double its facility before the end of 2014. We are on the right path!

Why should your company be an Award recipient of FACCNE this year?

I see several excellent reasons:

1. SESA focuses on technology: We have launched 3 new unique products this year. None of our competitors make these products: Large Solar Powered DMS, Limited view DMS for Florida, Travel Time DMS with unique tilting mechanism in Massachusetts,
2. We serve US DOT and the public by improving road safety and traveler information,
3. We are engaged in promoting Solar Energy for the benefits of all of us. It is a 'revolution' in our industry,
4. In June 2011, the company almost bankrupted. 2,5 years later we are a major player in many states.
5. Our business model proves that cooperation between French and American company is efficient and profitable. 30% of our products content and a lot of technology come from France
6. Last but not least, this award will help us a lot. We are a small business that needs some push. We do not have marketing budgets like larger company and this kind of award will have a significant impact.
7. And we love FACCNE!