



Two-Way Radios

## Fact Sheet

### Headquarters

Giant International Ltd.  
3500 Lenox Road, Suite 630  
Atlanta, GA 30326  
Phone 678-904-6000  
Fax 678-904-6030  
www.giantintl.com

### Company Profile

Since 1988, Giant Wireless Technology (GWT)—a publicly traded multi-national manufacturer—has grown from a daring start-up to become a global leader in the development and production of wireless telecommunications products for the consumer market. Atlanta-based Giant International Ltd. is GWT's North American-based global marketing and distribution company, providing a strong base for the annual distribution and sales—through OEM and ODM arrangements.

As part of a major recommitment to the US, North American and Global Markets, Giant International named Frank Myers President and CEO in July 2003. Previously, Myers had been Vice President and General Manager of the Motorola New Products Division. Myers is accountable for all business operations for the corporation. He has 30 years experience in consumer electronics products.

### Corporate Executives

Frank M. Myers, President and CEO  
Michael Martin, Chief Financial Officer  
James van den Bergh, Vice President, Sales & Marketing  
Cortlandt A. Minnich, Director of Marketing  
Terry Uhrich, Director, Supply Chain Operations

*(continued)*





## Two-Way Radios

### **Core Competencies**

Giant International Ltd. is a uniquely diverse company; its expertise involves retail marketing; channel, logistics and supply chain, and category management; product design and development.

### **R&D and New Product Development**

Giant International's Chinese production facilities have an eight million unit FRS (Family Radio Service) production capability. These production facilities currently produce 12 million chips per day, along with more than three million die bonding wires per day. Over the past three years in seven R&D centers worldwide, Giant International's parent firm, Giant Wireless Technologies, has invested more than \$40 million Hong Kong dollars per year in research and new product development. Much of this has been applied to developing new FRS products and product features.

Giant International has just completed a two-way FRS hand-held radio design program to provide both enhanced features and a distinctive design family that will set Motorola's FRS product line apart from the competition—on price, on features and on dramatic graphic product design. This range of revised, enhanced products share a fresh, innovative appearance that is clearly an evolution of the established Motorola “rugged outdoorsy” look; at the same time, the product line shares a purposeful, functional and “authentic” (i.e., not toy-like) appearance.

### **Target Markets**

Giant International's FRS hand-held products target families—adults 25 to 50 with incomes above \$30 thousand to establish secure and private communications between adults and children. Giant International also targets the outdoor market, specifically reaching skiers and climbers, hunters and fishermen, as well as joggers. Units in the design family have distinctive features that make them suited to the specific niche market—but each unit offers the same high quality, clear two-way communications.

*(continued)*





## Two-Way Radios

### **Product Features**

The current Giant International line of hand-held FRS two-way radios includes four distinct series— Series 4000, Series 5000, Series 6000 and Series 7000—of Motorola-branded products with several distinct models in each series:

**Series 4000** – “Fun Radios” targeted to the youth and entry-level markets

**Series 5000** – “Value Radios” targeted to active families; have a five-mile nominal range; have a price and features mix that positions them as leaders in the “value package” market

**Series 6000** – “Sports Radios” targeted to active, sports-minded families, with special features for sporting enthusiasts—different ancillary features for different sports

**Series 7000** – “Seven-mile Radios” –high-end feature-rich radios for those who need extended range with true seven-mile performance—and the power to take advantage of that feature.

Products planned for release in 2004 feature solar-boost charging, built-in game capability and a built-in MP3 player.

### **Core Strategies**

Giant International Ltd. is an emerging leader in the development of wireless handheld communications solutions for the North American market. Leveraging low-cost manufacturing capabilities in China, Giant provides superior technical quality products that are also market price leaders. A diversified multi-national R&D product development team helps Giant to provide, in North America, products that reflect an international range of product advancements and innovations.

Contact:

Colleen Philbrick

Hauser Group

912-236-1192

c.philbrick@hausergroup.com

