



FORMERLY KNOWN AS



## ***Fiberoptic Display Systems, Inc. is now SES America, Inc.***

### **Why change our name?**

You may wonder why we would change a name that has such an excellent reputation. However, the name "Fiberoptic Display Systems (FDS)" often causes confusion with many prospective customers who do not realize that we are also very experienced with more than one DMS technology.

### **Why SES America?**

Since its inception in 1986, FDS has been a wholly owned US subsidiary of the SES group; a group with worldwide DMS installations. Because of US market conditions in 1986, the FDS name was created to highlight the company's technological strength at the time. Although all SES Group DMS were produced at the same manufacturing facility, the US became the only country served by the Group that did not use the SES name for reference.

### **What does the name SES mean?**

SES stands for Securite & Signalisation. This name was chosen in 1957 and reflects our primary business focus of road safety and signage. Today, the group is known and recognized by the three letters only.

### **Are there any changes in the company operation, markets, products ...etc?**

#### **Not at all!**

SES America, Inc. will continue to **serve its clients throughout North America as we did for more than 20 years.** There are **absolutely no changes in our organization, ownership, finances, and most importantly, our commitment to provide quality products and services.** SES America continues to **offer** a large range of signs (from small Lane Control or Blank-Out Signs to large Variable Message Signs) and associated control software. Services include maintenance and service contracts, design assistance, spare parts and technical support.



### What has changed?

Our phone numbers and postal address remain the same. However, our email addresses and web site have changed to reflect the new company name. Please visit us at our new web address [www.sesamerica.com](http://www.sesamerica.com)

### Can you tell us more about SES?

SES is an **international leader in the Dynamic Message Sign industry**. The group employs more than 550 employees and has an annual sale of more than \$90M USD. SES is well known in the industry for its **quality products, reliable services and its exclusive commitment to the transportation market**. Unlike other companies in this market, SES is dedicated to transportation only and serves its large customer base all over the world. Most of our clients are **Government Agencies** like US DOTs, UK Highway Agencies and Ministries of Transportation in France, Switzerland, Luxemburg, Belgium, Morocco, Israel, Brazil, Asia, etc.

The SES head office is based in Tours, France. The group has three main manufacturing plants and produces static signs, aluminum supports and Dynamic Message Signs. **SES has been ISO 9001 certified since 1994** (the *first* company in the European industry to be ISO 9001 certified). Our company also invests in R&D and possesses in-house facilities to design and test the best products fit for each territory. **Our teams of experienced engineers are expert in their domain** (Structural, Mechanical, Electrical, Electronics, Optical and Software). Our prototype and testing facilities (prototype plant, optical laboratories, burn-in test beds) allow us to guarantee high quality performance and excellent workmanship.

SES has played and continues to play very important roles in **establishing standards and definitions**. We chaired the NEMA TS4 and NTCIP 1203 committees for DMS activities and were an active member of the European committee for its Dynamic Message Sign standard.



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***Please contact us regarding your needs or  
for further information.***

***We offer:***

- ✓ Standard products,***
- ✓ Custom Solutions for all types of Dynamic  
Message Signs,***
- ✓ Retrofit packages,***
- ✓ Maintenance and technical support.***

***SES America, Inc.***  
***Committed to serving YOU!***

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