

For the greater good

Vaisala is known for high quality instruments and systems for environmental measurement. We intend to continue being worthy of that reputation. However, we also see an increasing demand among our customers for services and solutions, and we are responding to that call.

Vaisala has a great position in the middle of maybe the most significant issues that mankind is facing – regarding the environment. We believe in a world where environmental measurements improve daily life. This is Vaisala's new vision. We are very proud and motivated by the fact that our offering is used for applications such as monitoring climate change, predicting hurricane paths, ensuring safety at airports and optimizing industrial processes - while also making them more environmentally friendly. Our new slogan, Observations for a better world, is in line with our goal to improve daily lives.

How do we take this vision to the “shop floor” where the rubber meets the road? How do we translate this compelling concept into concrete action? To achieve this, we have formulated a new strategy. The key elements of the new Vaisala strategy are a new focus on services and solutions, and an increased geographical presence.

From January 1st, Vaisala will have a new business division dedicated to

Services. Our Services staff will take care of the large Vaisala installed base during its entire lifecycle and to the extent requested by our customers. In some markets we can also provide Observation Services, such as lightning detection and traffic weather information. With this improved services focus, we believe that we can make your Vaisala experience even better, and be a valuable partner for you.

From the beginning of 2008, our Solutions business division will be fully focused on customer-specific projects and deliveries in selected application areas. In addition to our existing capabilities, i.e. airport and traffic solutions, we are now broadening our scope to include very large environmental monitoring integration projects.

However, the most profound change and the one factor that will also ensure Vaisala's leadership in the future is customer orientation. The most valuable innovations are made when capable people get engaged in true customer problems in close customer contact. We intend to move from a technology driven company to one that is developing what our customers truly need. And we intend to find out that true need by listening very carefully to what you have to say. ■



A Happy and Prosperous
New Year to All,

Kjell Forsén
CEO