

Innovation through Tradition. Since 1863.



Express begins a new era! *The BENZING Express G2*



After the large success of the BENZING M1, our Express series is being totally overhauled and remains unbeaten in terms of the value for money.

The new BENZING Express G2 will be the ideal solution for all smaller pigeon

lofts or newcomers in the pigeon sport, as it comes with all the important features in the highest technological version, but also remains focussed on the essentials, so it can score in the market with the best price.

The advantages:

- Best price to value ratio
- Memory for 250 pigeons und 8 simultaneous races
- Supports up to 100m of cable between the antennae
- High clocking speed (20 pigeons per second)
- Compatible with existing Express antenna
- Full graphic display of all the information
- Use of a modern, powerful CPU
- Easy and ergonomic handling
- Portable unit for table or wall mounting
- Integrated emergency power supply for approx. 8 hours (docking station)

Editorial



Michael Gantner

Dear readers,

This issue of BENZING InSight presents a number of novelties and takes a look at recent positive events: With our "pigeon village", we were represented with great success at the exhibitions in Dortmund and Kassel, as well as at the Olympics in Belgium. The pigeon villages were accepted everywhere as welcome places for communication and the exchange of ideas in the area of our beautiful pigeon sport. The new BENZING M1 clock has proven to be the significant progress that we had planned: No other clock offers more, and it is just as user-friendly and safe. Fanciers and clubs are thrilled and we are proud to say that BENZING M1 is leading a new generation of clocking systems. Therefore, we are gladly taking another step into the future: Our EXPRESS clocking system for fanciers with small lofts has served reliably throughout many years. However, today's technology can offer more power and better user-friendliness.

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BENZING Express G2

We have turned our vision into reality



Best price to value ratio

Our vision: The pigeon sport is not a question of large budgets. Even fanciers with smaller lofts can afford clocking at the highest level.

Our solution: The BENZING Express G2 has the best price to value ratio available in the market. It also runs on the latest technology and the clock's design will make it a very attractive partner in the pigeon sport.

Full graphical display of all the information

Our vision: Electronic clocking is possible, without the fancier having to read a manual beforehand.

Our solution: All of the messages and instructions are displayed in a full, clear, and simple graphical way, in which the user guidance is logically intuitive.

Use of a modern, powerful CPU

Our vision: A powerful clock that is handy in size.

Our solution: The state-of-the-art processor combines the ideal power, reduced dimensions, and economy.

Easy and ergonomic handling

Our vision: Clocking is easy and handy, without putting stress on the

fancier and pigeon.

Our solution: The new shape of the BENZING Express G2 matches our ergonomic findings. The system is composed of the antenna and a clock with a new cable that ranges long enough to make the installation even more convenient.

Portable unit for table or wall mounting

Our vision: A small, handy clock, which can also be used as a table or wall unit.

Our solution: The BENZING Express G2 was designed with special attention to ergonomics. There is a simple wall mounting, as well as an optional docking station for the table.

Compatible with existing Express antennae

Our vision: The transition to the new Express made as easy as possible.

Our solution: Problem-free combining of the new clock with the old antennae.

Supports up to 100m of cable between the antennae

Our vision: The distances between the antennae, and between the clock

and antennae, are sufficient for optimum use.

Our solution: The possible expansion of the system was vastly increased by a cable length of up to 100m. Furthermore, two adapters with up to 4 antennae each can be connected to every BENZING Express G2. Therefore, even a small system now covers up to eight rather distant arrivals.

High clocking speed

Our vision: Even in large pigeon lofts and the simultaneous arrival of several pigeons, the BENZING systems records all the arrival times reliably and precisely.

Our solution: Up to 20 pigeons can be clocked per second.

Integrated emergency power supply for approx. 8 hours

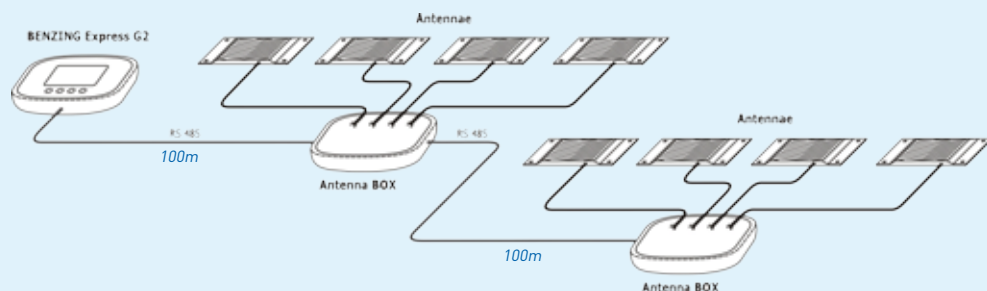
Our vision: Power outages, power fluctuations etc. are not a problem any more. Even without a direct mains power supply, the clocking of every arriving pigeon is guaranteed.

Our solution: As an option for the BENZING Express G2, a docking station is available, guaranteeing an emergency power supply for up to 8 hours.



The Express G2 Basic Set

The basic set of the BENZING Express G2 is composed of a clocking unit, a Antenna BOX and an EFA antenna. Up to 4 EFA can be connected to a Antenna BOX. The basic set can be expanded by a further Antenna BOX with up to four additional EFA.



<i>BENZING Express G2:</i>	<i>Clocking unit with an RS485 interface</i>
<i>Antenna BOX:</i>	<i>Remote receiver unit for the connection of up to four single field antennae (EFA)</i>
<i>EFA-Antennae:</i>	<i>Single field antenna for timing the chip rings</i>

Optional: The docking station



Next to the mains power supply, the docking station is equipped with a USB interface, for the purpose of updating the Express G2 or for uploading information.

Structure of the docking station:

- Elegant, small housing for the acceptance of the Express G2
- Exchangeable, rechargeable battery, which can also be charged directly in the unit
- USB interface
- Expandable by hardware module
- DB9 connection for antenna cables
- Connection for 12V power supply

Clocking without any gaps, even in the event of a power outage. Guaranteed by the Express docking station, especially designed as an emergency power supply for our clocking system. In the event of a power outage or fluctuations, the power is supplied for at least another 8 hours. This means that the BENZING Express G2 is equipped with a docking station that can be used in lofts that have no mains supply at all. The charged docking station is simply placed in the loft prior to the arrival of the pigeons and connected to the Express G2 and the antennae.

→ Continuation Editorial

Our development department has already started on this project and the new BENZING Express G2 will be on the market in early 2008. Of course, our main objective remains offering the best price to value ratio.

Our partners all over the world were closely associated in the planning process of the new clock, so we can be sure that the new features of the BENZING Express G2 exactly match the expectations of fanciers. Let me take this opportunity here to express my sincere gratitude to all those who have significantly contributed their ideas and efforts to the concept. I have no doubt that our excellent developers will implement these ideas in an ideal manner.

We have an exciting year ahead of us, and I am very happy if you will let BENZING accompany you this year. As you will be able to read herein, we have worked rather hard on improving our systems even more for you. We will also reveal all the features of the new BENZING Express G2.

I wish you a very enjoyable reading of this issue.

Sincerely,

Michael Gantner



BENZING Pro: The new chip ring

Now, with even higher speed and more memory!

The BENZING Pro chip ring is based on the HITAG-S chip from Phillips. This chip was especially designed for the pigeon sport and enables the, even faster and more secure, clocking of pigeons, thanks to extended ranges and faster data transfer. For every use, a new secret code is written to the memory. This manipulation protection is even patented. On the enlarged 256 bit memory, there is enough space for all of the fancier information. The new BENZING Pro

exists in its well-tryed design, in red, green, and blue.

- Especially designed for the pigeon sport
- Highest read/write range
- Fast and powerful
- Light as a feather
- Available in three colours

Note:

The EXPRESS requires 2.07 software!

The CAN club antenna does not support the BENZING Pro chip ring!



The iCOM ring

The combination ring solution by BENZING

For many years now we have worked on a solution for a combination between the traditional life ring and electronic chip ring. We applied for the first patent in this field in 1995. We are proud of finally being able to offer a great solution. In close co-operation with our production partner, we hereby present the iCOM system.

The iCOM solution consists of two components:

- the iCOM ring
- the BENZING iCOM chip

iCOM ring:

In principle, the ring resembles the traditional life rings that are used by national organisations. It is only

slightly larger with a small opening for the BENZING iCOM chip.

BENZING iCOM chip:

The small chip itself is based on the new HITAG-S chip, and is compatible with the existing rings.

This is a seamless solution for the procedures of the current pigeon sport. National associations continue to order the iCOM as a grouped purchase and then distribute them to their fanciers. The fanciers in turn can purchase the small BENZING iCOM chip from our partners and insert it in the iCOM ring, if they want that pigeon to participate in a race. No modifications are necessary to the end units. Thus, one foot of the

pigeons is free again. Since July 2007, the iCOM ring also has gained the official support of the FCI world association.



Registering a pigeon without a PC?

Is that possible?

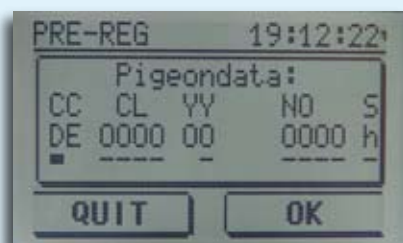
Yes, with an additional feature of the BENZING M1, version 2.21 or newer. At the same time, it is also possible to couple pigeons at home with the loft antenna.

How does it work?

Simply send us the fancier name (first name and surname) and the serial number of the BENZING M1 per email. You will then be sent a code that you need to enter in the system menu in order to permanently activate this function.

Activation of this additional function:

- Start the BENZING M1 in fancier mode
- MENU → SYSTEM → Select 'Activate function'
- Enter the code sent



1. Pre-registration of a pigeon:

- Start the BENZING M1 in fancier mode
- MENU → PIGEON → CHANGE → PREREGISTER
- Enter the pigeon's number
- The pigeon is now pre-registered (without an electronic chip ring)

2. Couple a chip ring to a pigeon

- Start the BENZING M1 in fancier mode
- MENU → PIGEON → CHANGE → COUPLING → NEW
- Select a pre-registered pigeon from the list displayed
- Pass the electronic chip ring by the antenna
- A chip ring is now coupled to the pigeon's number

The new boot loader 2.0 in the BENZING M1

If a small 'V2.0' appears on the BENZING M1 display during booting up, this means that the new boot loader V2.0 is performing its duties. This new boot loader prevents the destruction of the software in the event of a failed update of the BENZING M1 software. Even if there is a power outage during the USB update, the BENZING M1 will start with a minimal version in turn allowing for further updates.

All BENZING M1 delivered since the beginning of the current year, as well as all of the repaired units, have been equipped with the new boot loader V2.0.

This was a further step in increasing the quality of the BENZING M1!



The most successful partners 2006



The highest growths 2006



Silviu Tatut, Romania, Alien Data System S.R.L., www.benzing.ro

The racing pigeon sport started in Romania after World War II, when general Traian Nitescu imported some special pigeons from Belgium. Now, there are around 6500 active pigeon fanciers divided in 3 separate organisations. 7 years ago, 2 companies opened the market of electronic clocking systems: Bricon for the UFCR organisation (exclusivity of 5 years) and TauRIS for the UCP organisation (exclusivity, until BENZING entered the market). 2 years ago, Mega System also entered the market, their dealer also being on the UFCR board.

“5 times more units than we have provisioned.”

It was very difficult for BENZING to obtain approval, but it was finally granted last year, which opened the market. We have a very good strategy, as we studied the

market before starting. In the first year, we sold 5 times more units than we have provisioned for in our 2006 business plan, despite the fact that all our competitors (Bricon, Mega) offered free club units (one per each club with the first clock sold) and TauRIS – one club unit free for 5 clocks sold.

In 2006, we sold products to 38 different clubs, which represents almost 20% of all Romanian clubs. We focused on the main clubs and were able to sell many clocks. After having covered all the larger clubs, our current strategy is to focus also on the smaller clubs. The biggest problem in Romania is that, being an Eastern European country, the monthly medium net salary is a mere 260 Euro, and the prices for electronic clocks start at 300 Euro!

“It is the service and quality that count.”

Despite all the problems we have had, we also have a very big advantage compared to all competitors in Romania. This advantage is the BENZING brand. Almost 65% of active fanciers have used or are still using a BENZING mechanical clock that is still working

perfectly! Another advantage is that we offer technical assistance 12 hours a day and we offer training to one person in every club, so they know how to operate our systems. Another advantage is that very important Romanian fanciers switched from BRICON, MEGA or TauRIS to BENZING systems, as they had many technical problems in the past.

Regarding the success of BENZING products in Romania, I would like put it down to the following facts:

- Very good knowledge of market and clients' needs
- Good promotions and professional publicity
- Good & reliable products
- Technical assistance and training of the fanciers
- Strong background of the dealers
- Year around product availability
- Permanent contact with clients to see their level of satisfaction and improvement of our services
- “Door to door” delivery of the products

The highest turnover 2006



Ed Minvielle
Charles Siegel & Son Inc., USA
www.siegelpigeons.com

I have been a Benzing dealer for Gantner Pigeon Systems since 1997 and I have always been impressed with the sincere, honest approach that the people at Benzing take in providing a very high quality product backed by a very high level of service. It has always made my job easier knowing that I had such a strong group of individuals ready to support my efforts.

“I am proud to be part of the team.”

In recent times, I have seen Michael Gantner and his team bring a great energy to the company and his enthusiasm is contagious. We share the same

ideas regarding customer service and appreciation. BENZING's goal is to provide the best system with the best support to the Racing Pigeon Sport and I think to a large degree they have accomplished this.

As a Benzing distributor I am familiar with what my competitors are trying to sell, and what kind of service they offer. I am confident that the product that we offer is superior and that the team of people backing up that product is committed to a higher degree of excellence. I am proud to be a part of the team, and I am grateful that Benzing allowed me to sell their product. My approach has always been that with that type of support, the „sky's the limit“.

Best newcomer 2006



Alvaro Lopez, Mexico

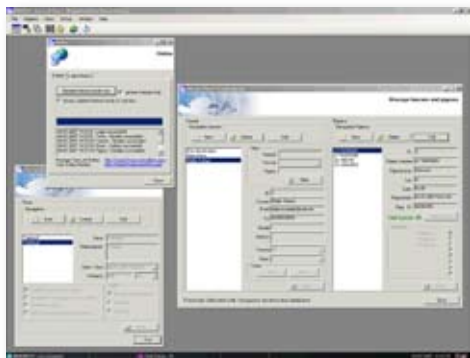
They are convinced that BENZING offers quality, technology and service. Even if the price is higher than other brands, people choose BENZING for its quality. We do not offer mere clocks to verify pigeons, but the service and the guarantee of BENZING products.

“People are every day more convinced of BENZING.”

The success in the first year was due to the support from Gantner, which I am very grateful for.

I'm very involved with Mexican pigeon fanciers and this facilitates the demonstrations and sales, so there is no problem in this sense. The fanciers trust my opinion and I am looking forward to keep up the trust from BENZING.

The one loft professional *The BENZING Professional One Loft Race Software*



BENZING has developed the perfect partner for you, if you want to professionally stage one loft races. This comprehensive software includes all the features one could think of for the successful organisation of a One Loft Race. Furthermore, it is extremely easy to operate.

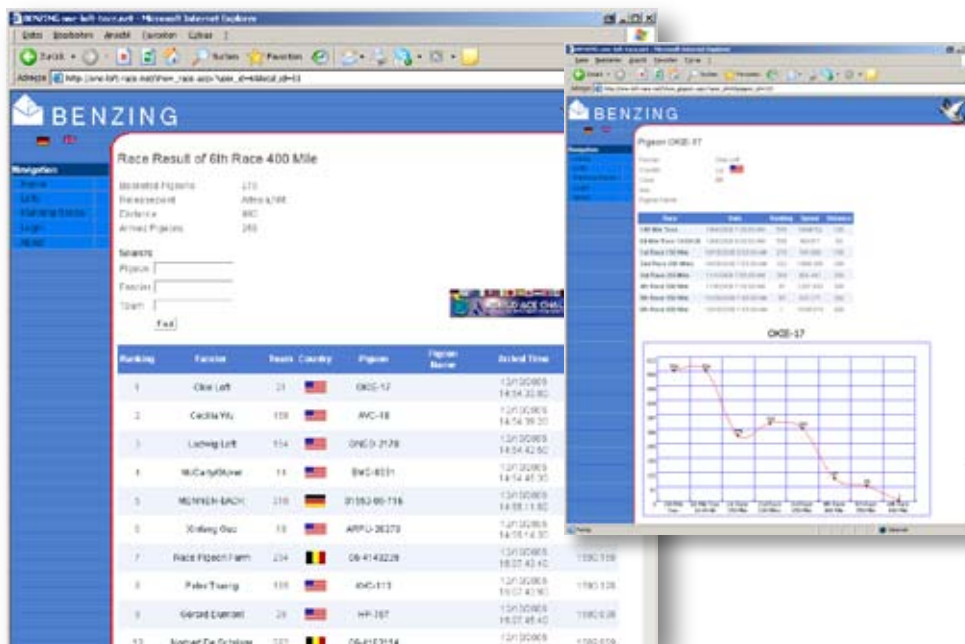
The combination with the BENZING M1 and PLB antennae results in the fastest and most reliable system on the market. No pigeon will escape your attention, as the BENZING system records 5,000 pigeons in three minutes. Even if the PC is not operational, the BENZING M1 is capable of temporarily storing 1,000 pigeons, so you are really on the safe side. All events can be followed live on the Internet, including

the background information and statistics. On demand, a SMS service informs the fancier of the arrival of his or her pigeons.

The OLR software has already been used at the largest one loft races, for example, at the 'Ostseerennen' (Baltic Race in Germany), the 'World Ace Challenge' in the USA, or the 'Million Dollar Race' in Beijing and has proven itself to be an invaluable instrument for the organisers, as the administration is simpler and all pigeon owners are supplied

with information in real-time. The training flights and races are turned into very sportive, exciting, and pleasurable events!

All you need for displaying on the Internet is the software. BENZING will provide you with the Internet server and website as a platform, if you do not wish to integrate your own website. Of course, according to your individual requests along with your logo.



Imprint

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