



**Fascia
Graphics**

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poweroasis Case Study

Background

Established in 2007, PowerOasis is a UK based company providing turnkey, off-grid power solutions for operators of mobile phone base stations. The company is acknowledged as thought leaders in the area of remote base station power. For instance, it helped, industry Association, GSMA shape their 'Green Power for Mobile' programme.

Specifically, PowerOasis provides products and services that reduce diesel consumption for remote mobile phone base stations by supplementing or replacing diesel generators with wind and/or solar renewable energy and by intelligently managing diesel generators when present.

The company has identified the potential future growth for Green Telecoms. For instance, there are presently over 400,000 base stations globally powered by diesel generators, with this figure expected to increase by 50 per cent over the next four years. By 2013 Green Telecoms equipment will account for 46 per cent of the \$277 billion telecom infrastructure market.

Although the company only launched its first product in 2008, it has already deployed systems for Digicel Vanuatu, Dialog Sri Lanka, T-Mobile Montenegro, Vodafone Qatar, Samsung South Korea and it is also part of Alcatel-Lucent's Alternative Energy Test Programme.



PowerOasis and Fascia Graphics

PowerOasis identified Fascia Graphics, the market leader for the production of membrane keypads in May 2009 through an internet search for local manufacturers of graphic overlays and membrane keypads. It required a membrane keypad for its PowerOasis Controller (D) - a new 19" rack mounted diesel generator management unit. The membrane keypad needed the ability for data entry plus associated display to change configuration settings and manage alarms.

Ivan Harris, Chief Marketing Officer of PowerOasis commented:

"It was crucial that we also embodied our brand into the design; to stand out from the other 19" units on the market. The general design was undertaken by our graphic design company, and then converted into engineering drawings by Fascia Graphics."

As Fascia Graphics has established relationships with the leading suppliers in the market, it was able to suggest Autotex Steel, a new product launched by MacDermid Autotype. This innovative hardcoated polyester film produces stainless steel effects for membrane keyboards, keypads and fascia panels. The benefits of Autotex Steel are not just cosmetic. It can easily be embossed, making it ideal for use with domed tactile membrane keypads or in applications where keys or panel areas need to have raised edges.

Paul Bennett, Managing Director of Fascia Graphics commented:

"We have found Autotex Steel easy to handle throughout the manufacturing process. Its tough outer surface also offers excellent resistance to abrasion and a wide range of chemicals and solvents. Therefore, ideal for the rigors of being mounted on a mobile phone base station."

Ivan Harris of PowerOasis concluded:

"Fascia Graphics are highly responsive, collaborative and professional. They have helped us identify the most appropriate materials for our membranes and have accommodated an engaging approach to turning our requirements into a finished product. They have always been transparent on their costs and have helped us arrive at a lower cost solution in some cases by helping us trade off requirements. The quality of the items shipped to us have been exemplary."

The PowerOasis Controller (D), incorporating Fascia's membrane keypad was launched in January 2010. The company initially targeted sales for its first year at a modest 1000 units, but the potential market is huge.

