



All about identity[®]

MAGAZINE



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PURE PORSCHE



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WE ARE FAMILY

ALBERT SMITH GROUP FAMILIES
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Hello and welcome to another edition of our 'All about identity' magazine.

On a very sad note, in January we lost our Dad, Keith Henry Kitson Smith, or as he was affectionately called, "the Ox", and professionally known as the "Happy Sign Maker".

Dad worked in the company for forty four years, over a third of it as third generation Managing Director. He was a skilled tradesman in many and varied trades, including resident company Santa each Christmas party. Many of these trades he pioneered into the signage industry, setting the course for the future of the company via innovation and commitment.

Keith Smith's word was his bond, his handshake binding, his sense of humour legendary and grudges were simply not on the agenda. He always respected his fellow man and instilled respect, credibility and reliability into the name of Albert Smith, and his pride in the company knew no bounds.

Dad also took great pride in the endeavours of his family and the continuing development of his company under the stewardship of his sons. One of the last discussions I had with him went something like this; "Dad I am fifty six and working harder than I ever have. You were fully retired at fifty five with a pleasant wind down for at least five years before that. Where have I gone wrong?" He looked up, smiled and said "You didn't have any good little boys like I had." A typical closing comment from the OX.

Best Regards,

Rodney Smith
Managing Director
Albert Smith Group



Premier of Queensland Joh-Bjelke-Peterson opens Dutton Park Site in 1979. With him are (from left) Rod, Mitchell, Keith, Greg and Albert. (3 Generations)



Keith Smith - Celebrates his 80th Birthday Party



Keith and Marjorie Smith



Keith Smith - 3rd Generation Managing Director (a.k.a. "The OX")

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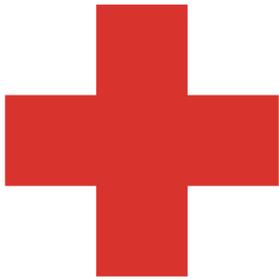
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Australian Red Cross

Our mission - To improve the lives of vulnerable people, in Australia and internationally, by mobilizing the power of humanity.

As Australians have so profoundly experienced, we are not immune to the troubles of the world. When a crisis does occur, we can depend on the fine organisations and people that dedicate their lives to helping others. The Australian Red Cross is such an organisation who continues to meet the social welfare and health requirements of communities and individuals alike.

So it is with much pleasure that Albert Smith Group donated the signage requirements for the new Red Cross emergency accommodation facility in Townsville Queensland. The Margaret Potter North Queensland Regional Centre is named after an extraordinary Australian who has given and continues to give much of her life to helping others.

The new centre caters for up to 65 persons per night offering temporary accommodation for individuals and families in time of an emergency with a caring touch from Red Cross volunteers.

Other services provided by the centre include; a Conference Room that will enable First Aid training to commence immediately and also provide a useful facility for other community organisations to utilise; a Red Cross shop; and the Medical Equipment Hire Service also will be based from the Centre.

To supplement the role of the Red Cross in times of natural disaster, the centre will be the control point for the coordination of Red Cross disaster response. The Regional Office will operate from these premises, also the Townsville Red Cross Branch office has relocated to the centre where their work continues, providing services to the local community.

Elizabeth Easton, Albert Smith Australia 

Please remember, First Aid training saves lives, so don't just stand there, enrol now and learn first aid. Find out how by checking out the Red Cross website www.qld.redcross.org.au or call 1300 367 428.



His Excellency, Major General Peter Arnison, AC CVO Governor of Queensland officially opened the centre on Monday 26th May.





THE FUTURE IS SEALED As in the past, the future

As many of you know Albert Smith Group is a family owned company, founded in 1873 by Sam Smith, the great grandfather of our current 4th generation Managing Director and General Managers', Rod and Mitchell Smith. A company built on traditional family values and pride in the craftsmanship and quality of their product.

So it is no surprise that Albert Smith Group had an affinity with other liked-minded family owned companies, who recognised the strength of our brand and were prepared to put their respected family names behind the Albert Smith Group brand in Asia.

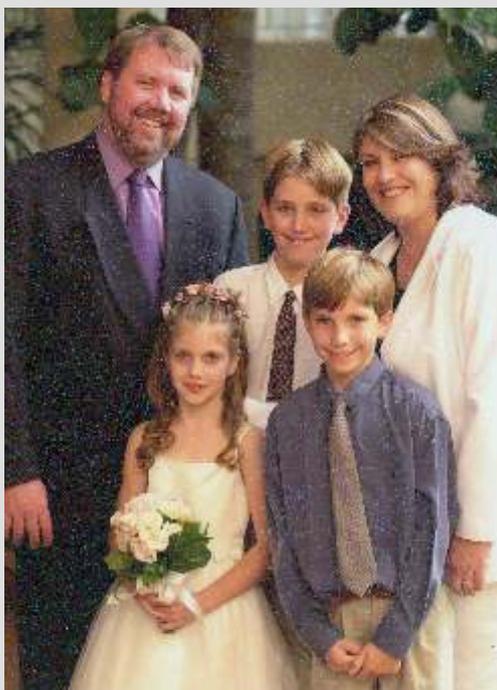
When we look at each of our Asian affiliates; China, Philippines, Indonesia and Taiwan they all have the same thing in common with Albert Smith Group Australia. They are stable, family owned companies that have been established for multiple generations. Reputable, respected companies who, like us, are dedicated to the future of the Albert Smith Group brand internationally.

As in the past, the future of the brand will be carried through by the next generation, the children. This edition we focus on 3 of our families, looking at their roles, and into the faces of the future of the Albert Smith Group, a multinational company without cultural barriers.



Marjorie and Keith Smith with their children. From left to right Greg, Mitchell, Kerri and Rodney.

Albert Smith Australia - The Smith Family



Pictured above
Mitchell Smith
General Manager - Albert Smith Group
Wife: Anthea
Children: Bart, Lachlan & Claudia



Pictured above (right to left)
Rodney Smith
Managing Director - Albert Smith Group
Wife: Patricia
Son-in-law Ken Healey
Daughter Lacey Healey
Grandson: Jakob

Daughter Mandy Smith
Occupation: Manager - Albert Smith Direct
Daughter Kasandra Tunstall
Son-in-law David Tunstall
Occupation: Project Manager ASG
Grand-daughter Georgia May

of the brand will be carried through by the next generation, the children.

Albert Smith Indonesia - The Soegiarto Family

Back row, left to right (standing)

1. Lusiana Sopha (Thomson's Wife)
2. Thomson Soegiarto.
(Managing Director ASG - Indonesia & Marketing Director P.T. Megah Nurindo Pratama (Digital Printing Company))
3. Franklin Soegiarto (Thomson's brother)
Project Graphic Designer for ASG
4. Grace S. Soegiarto (Thomson's sister)
Marketing Manager for P.T. Megah Nurindo Pratama



Front row, left to right (sitting)

1. Engrid Widjaja (Thomson's Mom).
General Manager of P.T. Tato Showroom
2. Baby Angelique Soegiarto
(Thomson's Daughter).
Occupation: Being Cute!
3. Harrison Soegiarto (Thomson's Son).
Occupation: Being Naughty!
4. Harry Soegiarto (Thomson's father)
President Director ASG Indonesia & P.T. Megah Nurindo Pratama

Albert Smith Taiwan - The Lin Family

Back row, left to right

1. Linus Maloney (Jennie & Paul's son)
2. Steve Lin (Jennie's Brother)
Sales & Marketing Director AST & Chairman of Yuan Fu Brothers Co Ltd
3. Kevin Lin (Steve & May's son)
4. Juno Maloney (Jennie & Paul's daughter)

Middle row, left to right

- Paul Maloney (not pictured)
Occupation: President of AST
1. Jennie Lin (Paul Maloney's Wife)
Commercial Director AST
 2. Jeff Lin (Jennie's brother) Shareholder of AST + Special Assistant to the Governor of Central Bank of China, Taipei.
 3. Tai Ho Hwei Lin (Jennie's Mum)
Chairperson - Albert Smith Taiwan
 4. Ho Shou Lin (Jennie's Dad) Chairman Albert Smith Taiwan and Lin's Group
 5. May Yu Lin (Steve's Wife)
Financial Director of YFB

Front row, left to right

- Dr. Diana Lin (not pictured - Jeff's Wife)
1. Julian Lin (Jeff & Diana's son)
 2. Alice Lin (Steve & May's daughter)
 3. Brian Lin (Steve & May's son)





Albert Smith Group New South Wales branch was fortunate to be the successful tenderer for the Sydney Ports Corporation impressive new "Gateway Sign".

The sign was the last project in a program of works to improve directional and lessee signage within Port Botany as well as improvements to the overall "Look of the Port".

The contract called for the supply and installation of a whopping 19 metre high by 12.5 metre wide sign.

Impressively, the sign is illuminated using solar power, generated via solar cells on the sign with power stored in batteries in the base of the sign.

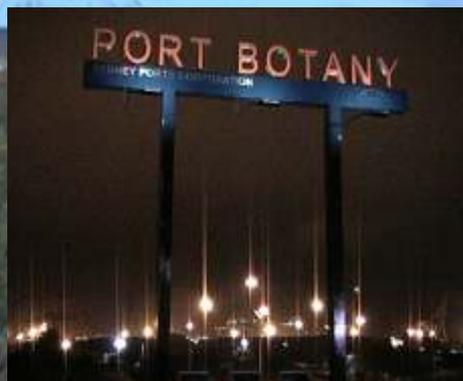
To protect the sign against the ravages of the environment (due to its close proximity to the sea) the structure was fully hot dipped galvanised and used only stainless steel fixings. Even the 1.2 metre high letters were fabricated stainless steel.

Due to limited availability of 16 metre long galvanising baths, the legs of the structure were built in Sydney, with the cross beam and sign built in Brisbane.

The legs of the sign are fully fabricated 20mm thick steel (400mm x 600mm). To ensure the legs remained straight, three welders had to weld on the leg simultaneously, taking 3 days per leg to complete.

45 cubic metres of concrete & several ton of steel reinforcing were used in the 8 metre x 6 metre footing.

Colin Fisher, Albert Smith Australia



Environmentally friendly illumination

Sydney Ports Corporation, solar power "Gateway Sign"



Digital Image Technology

Videx Australia Pty Ltd is a Digital Image Technology (DIT) company specialising in the deployment of visual and audio advertising to, niche markets in various locations around Australia. Initially we approached Albert Smith Group with the view to creating a unique product for installation at the petrol bowser.

These initial discussions were held with Mandy Smith, who led us through the do's and don'ts of the varying and complex tasks involved in vacuum forming a cowling, to within stringent hazardous environmental requirements.

This task was taken on by Mandy, in a very professional and logical manner. The service that Albert Smith Group provided was definitely out of the ordinary. Each step of the process was explained, monitored, and reported on, so that we might develop this product together to a final satisfying outcome.

The designers and advisers, brought into the development discussions assisted in the overall concept, resulting in a very satisfied customer. Consequently our customer, David Winders, the owner of BP Milton is excited about the Videx design and the outcome of the cowlings.

The initial process of careful, deliberate design is now paying off in satisfaction of our end-user customer. We can confidently recommend the services of Mandy and her organisation, for future projects, and to others who may benefit from the professional manner that was applied to our project. We will continue to develop this product and grow the range, and as our company strengthens, so do the orders that we can obtain, increase.

We at Videx Australia are already working on the next type of cowling designed for a different application, and with Mandy's help, development is well underway on design and product development.

Anton Mace & Oliver Du Toit, Videx Australia





Beijing Celebrates

Albert Smith Group celebrates the official opening of Albert Smith (China) Beijing.

On the 1st April 2003, Albert Smith China officially opened their new Sales and Marketing Office in Beijing to further strengthen its role of serving the Northern China market.

To date, Albert Smith Beijing office has successfully served clients including Ford, Toyota, Nokia, McDonalds, Motorola, Peugeot, Hagen Dazs, Mazda, and Chrysler to name a few.

The new premises incorporate 100 square metres of office area, 80 square metres of showroom and 200 square metres of prototype display area.

We welcome you to visit our new premises at:
No. 8, Li Shui Qlao Bei,
Chaoyang District
Beijing 100012 CHINA

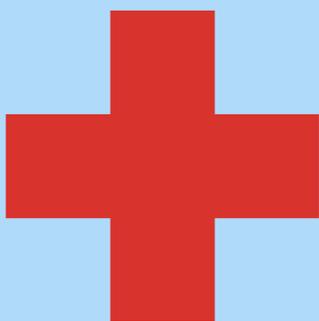
Or contact us via:
Phone: 86-10-8484 8880
Facsimile: 86-10-8484 7780
Email: geninfobj@albertsmithchina.com
Web: www.albertsmithchina.com

Beijing staff pictured, left to right are:
KL Lua Account Director
Raymand Wang Account Manager
Hou Rui Lian Senior Admin. Executive
Li Haifang Assistant Project Manager
Kent Zhang Account Manager



Getting into the spirit of giving

Farm Hand Appeal



Australian Red Cross

Australians are all too familiar with drought and the devastating effect it has on our land and the livelihood of our farmers. So when Red Cross was in need of financial assistance for our farmers, the staff at Albert Smith Group Head Office joined together to raise money to donate to the Nationwide Farm Hand Appeal.

To get into the spirit Albert Smith Group had a dress down day in 'Farm' theme. Pictured getting into the spirit of the day and enjoying a laugh are Lewis Hoad and Vicki Mercer.



The McDonald's Kiosk Evolution

The McDonalds Kiosk has come a long way since the original concept was born.

Albert Smith China has enjoyed working closely with the team at McDonalds to perfect the design of the kiosk designed for the Chinese market.

This has been achieved, through rigorous field trialling, in depth analysis, design development, and substantial financial investment from McDonalds.

The Kiosk has now evolved into a very effective product that McDonalds are now implementing extensively throughout China.

The photos illustrate the evolution of the Kiosk to its current design.

1st Generation Kiosk

A bold, sophisticated "Ice Cream" concept to present the unique style of McDonalds

2nd Generation Kiosk

A striking and well recognised "M" logo ensures the kiosk is quickly distinguished.

3rd Generation Kiosk

A sturdy stainless steel construction, easy to assemble.

4th Generation Kiosk

A design which retains a modern image, has a unique foundation, is modular and easy to assemble.

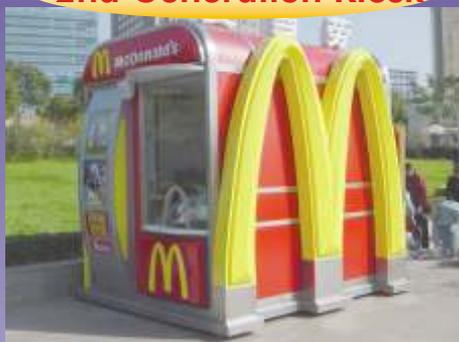
Avon Jiang, Albert Smith China



1st Generation Kiosk



2nd Generation Kiosk



3rd Generation Kiosk



3rd Generation Kiosk



4th Generation Kiosk





Albert Smith Group is proud to announce its success with another high profile re-imaging programme - the corporate re-branding of the ANZ Bank.

Through the ANZ Bank and their Project Managers, Diadem, we have been successful in winning the business to re-image 104 sites throughout Queensland. These 104 sites represent the first phase of the 210 site programme, the second phase rolling out hot on the heels of the first phase. From Port Douglas to Coolangatta, from Mt Isa to Yeppoon (and a few places in the middle), each individual site needed to be re-branded, and each has its own particular set of circumstances.



Glen Sherry from ANZ said "The application of the ANZ Visual Strategy to the Retail Branch Network expressed through signs brings our image to life in the third dimension. It will differentiate ANZ from our competitors in the physical marketplace."



The sign design in itself was quite unusual, with the common theme of a pronounced ANZ 'Brand shape', common to all the different types of illuminated signs.

As Stephen Holloway from Diadem stated "The intention has been to transform the suite of signs into a three dimensional expression of the ANZ Brand, and create a strong presence of all the prominent brand elements such as the swirl and the blue as opposed to just applying the logo to a standard light box."



As would be expected with a rollout such as this, there was a myriad of site circumstances that required individual considerations with regard to consistently and uniformly re-branding what was out there. The approach was to apply individual site/sign solutions from a 'family' of standard sign types. The 'family' included Cantilever Signs, Under-awning Signs, Wall Mounted Signs, Roof Signs, Fascia lettering etc, all in various sizes. There were just under 500 signs manufactured, in a combination of the above sign types, and applied across the 104 sites state-wide.



Albert Smith Group thanks Glen Sherry from ANZ, and Diadem, for the faith they showed in us by awarding this contract.

The new ANZ visual strategy has provided a very contemporary and outstanding image for this longstanding Australian icon.

Mitchell Smith, Albert Smith Australia



Corporate Re-Branding Project





Seeing is believing...



We all know that it is important for signs to be visible, and the signs on top of the feature Tower at Westfield's new North Lakes project certainly satisfy this requirement.

The Albert Smith Group's long association with Westfield projects continued with the manufacture and installation of four large illuminated signs fitted to the very top of the tower.

Clearly visible for 5 kilometres, the tower and its signs are a significant engineering achievement, combining the expertise of steel fabricators, Milfab, and Albert Smith Group.

The tower is destined to become the focus of identification for this exciting new retail centre.

More than 28 tons of steel were welded and bolted together to form a 30 metre high tower, with decorative feature panels, and an internal stairway for access to the four signs.

Each sign is around 7 metres long and 3 metres high, and together, are lit by over 400 metres of neon tube.

Access to the tower site would not be possible once the shopping centre buildings were complete, so the deadline for erection and completion was absolutely critical. The entire building programme was dependant upon the tower being completed on time.

The combined experience and expertise of the teams at Milfab and Albert Smith Group enabled fabrication of the tower off-site at Deception Bay, the signs at Bulimba, and for the components to be erected and installed in virtually one operation. This resulted in the project coming together perfectly, with installation co-ordinated smoothly and all completed within the planned timeframe.

Thanks to all involved for your efforts and a great result.

Neale Webb, Albert Smith Australia





HP Invent

Early in 2002, the Albert Smith Group was selected as a Regional Supplier and Installer of External Signage to Hewlett Packard. This was a particularly exciting appointment, as it followed on from the Group's inaugural Global conference.

As Ian Wilks, Director - National Sales said, following the contract negotiations. *"Not for the first time, but coincidentally, hot on the heels of our inaugural conference, ASG were involved in a program to survey, montage and supply Corporate Identity signage for a global client, Hewlett Packard, throughout the Asian region. It really helped us cement in our minds that regionally, Albert Smith Group and the various Group members had an offer that our customers were looking for across the region, and that the individual members could actively participate on a local level, but the overall program be overviewed centrally"*.

Whilst a detailed set of standards had been put in place by HP's designers in the USA, the program commenced with the production of comprehensive workshop drawings to ensure ASG would manufacture consistently throughout their manufacturing plants across Asia. With drawings and price schedules locked in we set about evaluating and documenting the individual sites requiring re-branding from Compaq to HP, the first step in an on-going relationship.

The original lists of sites soon altered, as HP's property requirements varied under the new merged entity, however key sites in Australia became a primary focus. Today, these key sites now proudly display the new HP Invent livery, and our focus is now to address the more remote sites, and those with owner and council issues.

An affirmation for both HP and ASG in these early stages has been the vital importance of communication across the range of stakeholders in this process, and the need for flexibility in achieving the goals, both locally and internationally.

Although original plans have evolved and varied somewhat, both client and supplier have learnt a great deal more of each other's structures, and we are both gaining an even closer relationship for the future.

In the meantime, when you see the new HP look around Australia, you'll recognise that the Albert Smith Group is the supplier you can turn to for your re-branding project. 





A completed canopy with Albert Smiths unique Ascol fascia system - Day Shot.



Flag sign ready for dispatch.

Installing the Ascol fascia system in Vietnam.



Finishing touches from Kylie Graham of our Art Department.



Managing Director, Rodney Smith, does a final inspection before the pylons are packed into shipping containers for the voyage to Vietnam.

CREATING HARM

It was almost three years ago when John Kilgour traveled from Vietnam to Australia to attend a seminar held by BP Australia regarding the BP Harmony project, the largest global re-image BP have ever under taken.

In Vietnam, BP along with other foreign owned companies, do not have a license to retail fuel, however, major foreign oil company sites are branded for future market entry positioning and promoting the sale of lubricants.

As BP's Oil Director in Vietnam, John wanted to ensure that BP's local branding was consistent with the international image that was recently adopted in Australia. This lead John to re-acquaint his relationship with the Albert Smith Group and the wheels were set in motion.

Construction Engineer, Nguyen Thanh Danh, visited Albert Smith Group's facility with John in 2000 and although there were some initial cultural, processing and language differences, working together we were able to successfully overcome them.

Peter Rohan from BP Australia had already successfully completed the new image on the Motorway sites north and south of Brisbane, so it was no surprise that he was recruited by BP Vietnam to work with the local team and the Albert Smith Group. Peter coordinated the initial roll out, scope of works and introduced new processes for the local Engineering team. A key to this role was to ensure BP's work met stringent health and safety standards in a country where the most basic safety standards are not considered.



Terry Blatchford and construction manager Mr. Hoa from Dai Viet Construction Company Ltd.



ONLY IN VIETNAM

Part of our scope of works was for ASG to provide a skilled installation adviser to train the contractors, employed locally by BP Vietnam, in the installation of all components. Our representative chosen for this task was Terry Blatchford. (Who thoroughly enjoyed his time in Vietnam and spoke highly of the hospitality shown to him throughout his stay.)

The Vietnamese team is a diligent and helpful group who worked closely with us to map out their requirements through the varying levels of fuel outlet sites in the country. They recognized and embraced the adaptability of Ascol (Albert Smith designed canopy system) and main identifier signs which are shipped partly in kit form for easy adaptability to their local requirements.

The successful implementation of the brand positioning project and Peter's training has enabled local staff to confidently and efficiently continue on with the rest of the network branding using Ascol.

Altogether there are 22 level 1 sites in the initial roll out, with around 80 other sites of various levels planned for the future. The sites completed to date have met with an excellent response from both BP and their customers. We have exported pylon signs, flag signs, helios logos, canopies, directional signs, and signs for the car wash. Well not actually a car wash, they really are a 'bike wash' to accommodate the some 10 million motor bikes used in Vietnam.

A huge thanks to Peter, John, Danh and the entire team in Vietnam for your assistance, it's been a pleasure working with you all.

Michael Hocking, Albert Smith Australia



Terry Blatchford and site foreman Mr. Minh from Dai Viet Construction Company Ltd.



A completed canopy with Albert Smiths unique Ascol fascia system - Night Shot.

93 Vo Thi Sau, Ho Chi Minh City



BEFORE



AFTER



167 Dien Bien Phu, Ho Chi Minh City



The first main identifier sign is lowered into position.



Can You See The Light ??

Albert Smith Taiwan CAN !



2003 has not exactly got off to a good start. In a little over three months we have witnessed the beginning of a war in the Middle East. In addition to the health risk, SARS has all but knocked out travel and confidence in the Asian region, and there is a general air of economic doom and gloom hanging about. We need something to brighten up our lives, look at things in a new light, so to speak. Well, Albert Smith Taiwan may just have the medicine to cure the 2003 darkness.

We have all watched those little LEDs, which are great as blinking warning lights on computers and dashboards of cars. In the last ten years or so, the development on LEDs has moved in pace with other parallel technologies and not only have the characteristics and specifications improved immensely, but their relative cost has been falling dramatically. LEDs can now offer a viable alternative to the more traditional light sources, such as incandescent, fluorescent, neon and cold cathode. So, what has been happening to the humble LED in the last few years?

The efficiency of any electric light source is measured in lumens per watt. A typical incandescent light-bulb produces about 18 lumens per watt. When LEDs were first introduced, their efficiency was less than 0.2 lumens per watt. Currently, LEDs can achieve up to 60 lumens per watt, with Japanese producers aiming at reaching 100 lumens per watt within five years. Putting that into plain English, it means there are significant advantages in using LEDs as a light source. Some cost differential still exists, but this is more than offset by the much lower operating costs and increased reliability.

This year, over US\$1.7 billion will be spent on LED applications. Signs and illumination will account for over 30% of this spend, with the balance being distributed over backlighting, electronic equipment and automotive applications. A few specific applications that are of immediate use to the Albert Smith Group are:

Border Tubes - A strip of LEDs mounted on a long PCB and housed in a polycarbonate cylinder, these light tubes are a suitable alternative to neon. With a guaranteed long life of up to 100,000 hours, they are currently available in six colours (Red, Orange, Yellow, Green, Blue and White). They are easy to transport and install, don't break easily, and provide a uniform colour and appearance. Being maintenance free and low power consumers, they provide a low total cost of ownership when compared with neon. They are suitable for indoor and outdoor use. The tubes come in standard lengths up to eight feet, and can be cut according to the application's requirements. They can operate in temperature ranges from -30c to +85c.

Channel modules - These are generally available in modules of three or four LED, and are arranged in strands of up to 25 modules per strand. The system has proven to be an efficient replacement for conventional lighting as it relates to indoor and outdoor signage needs, including channel letters, back-lit displays and other internally illuminated signs. They are flexible, quick and easy to install.

Edge lighting - Because of the small size of LED, they can be arranged in thin strips around the edge of indoor and outdoor signs. The output of each LED is coupled to a special light-transmission film or sheet which gives an efficient and uniform spread of soft white light across the face of the sign. It is virtually maintenance free and comes in a slim light weight design.

Graphic Display Signs - LEDs offer a bright, light and cost effective solution to internal display issues. The operation of the LEDs can be sequenced and arranged in various colours to give an eye catching animated effect. They provide inexpensive, catchy 'plug in and forget' alternatives to neon and conventionally lit, static signs.

Light Emitting Diodes have been around for some time, but the barriers to their acceptance as a viable light source have been the initial cost, and the brightness. You are getting more and more light for your dollar, and clearly LEDs are now in a strong position to take over a number of applications from conventional lighting. The exciting angle is that while conventional lighting has reached its plateau in terms of technological development; LED technologies will continue to improve for the foreseeable future.

Historically, Japan has led (no pun intended!) the way in the development of this technology, but in recent years, Taiwan has made huge progress, and now accounts for about 33% of the world's output of light emitting diodes. Some manufacture has shifted to China (7%), and Korea (6%), but Taiwan leads the way in the application of the technology. Albert Smith Taiwan has developed close partnerships with the producers of LED applications, ranging from architectural lighting, to safety vests, road traffic signals and backlighting solutions. With this technology being produced on our doorstep, we are in a unique position to bring innovative lighting solutions right to the heart of the Albert Smith Group and its partners. A full information pack will be available for distribution, but call us with your requirements.

They say that there's no smoke without fire, but can you have light without bulbs? Watch this space in the next issue of AAI to find out.

Paul Maloney, Albert Smith Taiwan



Advantages of LEDs as a light source

Low voltage: Easier to design driving circuitry, lower costs of driving circuitry and easier for computerised control.

Reliability: They are virtually free from catastrophic failure, resulting in low maintenance costs and long life, typically up to 100,000 hours.

Rugged: Can withstand vibration, shock and mishandling. LEDs don't generate much heat, and don't have a filament or glass that can break.

Energy savings: LEDs consume much less energy, typically about one tenth of power of an incandescent light bulb.

Fast response: Good for animated displays.



McDonald's Convention Port Douglas

The McDonald's Licensee and Suppliers Convention 2003 was a resounding success for all concerned.

My congratulations to Michael Power, Don Stalker and their team of merry workers, for putting together a well run, superbly organised and entertaining week in far north Queensland.

I believe there were 54 suppliers and approximately 350 licensees, their partners and family members, an approximate total of 650 attending the Convention.

Guy Russo and Peter Bush bought us up to speed on McDonald's commitment to being involved in fighting childhood obesity, dispelling the myths about what is used in McDonald's food and bringing McDonald's into the 21st century with renewed vigour through exciting advertising and giving the customer's what they want. To be seen as "cool"

Bob Beard and Rafik Mankarious informed us of the movements of Australian McDonald's employees abroad. Matt Walker, Matt Church and Vince entertained us, and the suppliers shared their knowledge and products to all who wandered through the array of exhibits.

Something I heard from one of the speakers, which I'm sure rang true in many of the suppliers ears was, 'Life is about customer delights and magic moments'.

It was an informative, exciting yet, exhausting week and one I'm pleased to have been a part of.

Alison Rip, Albert Smith Australia





The introduction of McDonald's Kiosks in the Philippines brings the convenience of fast food to another exciting level.

Like other members of the Albert Smith Group around the Asian region, ASG Philippines were delighted to be asked by McDonalds to be involved with the development and implementation of a range of ice cream kiosks. The rollout will see McDonalds kiosks strategically placed for consumer convenience throughout the Philippines.

The initial designs were provided by McDonald's design department and local firm Architectural Solutions Network. The scope of work was to include the final development of all working drawings, manufacture and full installation of a possible seven different models of kiosk. The kiosks were to be designed to suit various geographical locations throughout the Philippine Archipelago.

The kiosk is designed to be disassembled easily, whilst the wall panels from the differing models are interchangeable. All wall panelling is configured to four common sizes (300mm, 600mm, 900mm and 1200mm). This design allows for ease of future upgrade/expansion of units, and/or relocation if and when required.

To date, the first four units (consisting of 3 model types) have been supplied and installed. They are currently being trialled in both metropolitan Manila and provincial areas. The feedback so far is very promising and we look forward to supporting McDonald's with their extensive rollout, planned for the 2nd and 3rd quarters of 2003.

Peter Treloar, Albert Smith Philippines 



FAST FOOD EVEN FASTER

with McDonald's Kiosks

Key Features of the Kiosk

Suitable for a range of locations
(corner, mid-block, store front)

Modular and de-mountable

Offer a wide product range

(Frozen Delights, Candy Bars, Canned Beverages, Bottled water, Apple Pie, Popcorn and Cell-Phone Cards)

Eye catching

Convenient

Low Cost



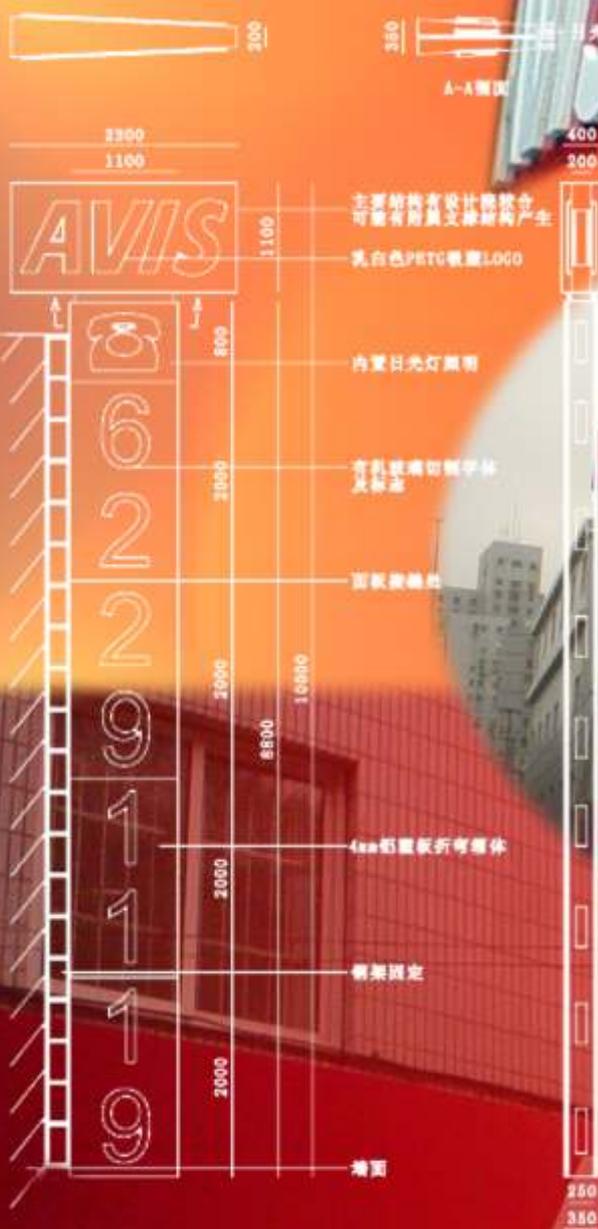
"The kiosk is designed to be disassembled easily, whilst the wall panels from the differing models are interchangeable."



AVIS

AVIS Joint Venture in China

Albert Smith China recently completed signing Avis Shanghai, the first ever Avis car rental outlet in China.



Avis China is a joint venture set up between European based car rental company, Avis and Shanghai Automotive Industry Corporation. The new Avis branded operation will be seen nationally, commencing from Shanghai, with plans to open 70 rental outlets throughout 26 cities within five years.

The goal of Avis China to be recognised as a professional car rental company offering quality services to international and domestic business and the leisure industry.

Albert Smith China is honoured to participate in the design, development of their signage system and is pleased to have successfully completed the manufacture and installation of their flag ship Shanghai store in China.

Sally Xu, Albert Smith China



NISSAN SHIFT_ the future, Indonesia

In Indonesia, the new corporate image of Nissan has been introduced via the leadership of Mr. Toru Hasegawa, President Director of Nissan Indonesia, with the rebranding of the Nissan dealership at Pondok Indah. This is one of the most prestigious residential areas in the south side of Jakarta, and an ideal location for Nissan.

The signs for the dealership were manufactured in Albert Smith Group's Philippines facility in line with Nissans new international standards and corporate specifications which were approved by Nissan Japan and their project managers, Bovis.

The new signs were then imported to Indonesia for installation. A fine example of how the members of the Albert Smith Group work together to best serve our customers.

During the process, we were most pleased to receive a visit from Mr. Matsunaga Takanobu, of Nissan Japan and Mr. Teddy Irawan, of Nissan Indonesia at our manufacturing facility in Cibinong, Indonesia.

Albert Smith Indonesia completed the installation of the new signs within 10 days after receiving them from Albert Smith Philippines.

Thomson Soegiarto, Albert Smith Indonesia 





This edition we've recognised the strength of family in building a respected and successful brand. This would not be possible without the extended Albert Smith family, its staff. We have many long serving members in our team; some would argue they have spent more time working at Albert Smith than they have spent with their own families! So it's with pleasure we honour their tenure with Albert Smith, recognising their dedication and loyalty and sincerely thank them for their contribution. 



PAUL SIGSTON



Commenced 1969

Queen Street Arcade delivering rubber stamps
 Proe Street Factory Labourer
 Doggett Street front bench letters
 Pantograph Machine Operator
 Leading Hand Spray Department
 Installation K Mart Signs nationally
 Sydney Installation
 Factory and Neon Foreperson
 Brisbane 1996 Stores, Neon and Fabrication Departments.



RICK LODGE



Commenced 1970

Doggett Street Pantograph Operator
 Dutton Park Leading Hand
 Sales Representative
 Travel overseas 1985 returning October 1987
 Dutton Park Project Manager
 Bulimba Project Manager
 Manager Project Management Team
 Manager Signspec
 Manager Estimator Section



WAYNE DUIGNAN



Commenced April 1978

Installation
 Moulding Machine
 General Electrical Department
 Pantograph, CAD / CAM
 Design Suite / file set up, Signlab



ALLAN MULLER



Commenced March 1985

Junior Hand
 Dutton Park TA Metal Department
 Labourer to building of Bulimba
 Metal Department Tradesperson



JASON McCORMACK

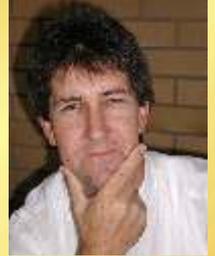


Commenced May 1985

Dutton Park General Factory Hand
 Bulimba 1989 Estimator
 Bulimba 1994 Senior Estimator
 Contracts Manager Caltex Delta
 Programmed 1996
 Special Projects Manager 1997
 Corporate Projects Manager 2001
 Signspec Manager 2002



IAN WILKS



Commenced June 1985

Dutton Park Account Manager
 Sydney 1986 Account Manager
 Sydney 1991 State Manager
 Brisbane 1997 Manager Corporate
 Projects
 Brisbane 2000 Director National
 Sales



BOB DELLOW
Spray Tradesperson



MARK CARROLL
Invoice Clerk



GERRY FITZPATRICK
Leading Hand Artroom
Day Shift



LEIGH EDWARD
Customer Service Centre
Co-ordinator



GREG SEARY
Senior Estimator



MARGARET SEDGMAN
Administration Manager
Victoria



CHRIS McLEAN
Truck Driver



MANDY SMITH
Manager Albert Smith Direct



ALISTAIR WELL-PERIS
Leading Hand Neon
Department



VICKI MERCER
Electrical Tradesperson



ALICJA SLAZAK
Purchasing Manager



GERALD WELL-PERIS
Utilities Supervisor



LONG SERVICE HONOUR ROLL



**GRAEME
PARNWELL**

Commenced November 1978
 Doggett Street Installation
 Dutton Park Installation interstate
 Tooling and Fabrication
 Installation interstate
 Supervised the building of our
 Bulimba Factory
 Renovated the office and old factory
 Installation Tooling Tradesman
 Panel Saw operator



**KEITH
JOSE**

Commenced October 1981
 Carpenter
 Tooling Department
 Assembly Moulding and Installation
 Departments TP
 Factory Foreperson
 Production Manager
 Project Manager



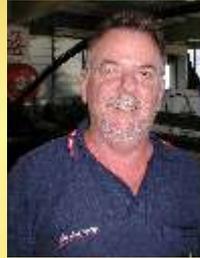
**DON
JONES**

Commenced September 1984
 Tooling Department Leading Hand



**ANDY
VEVERIS**

Commenced July 1985
 Dutton Park Senior Bookkeeper
 Bulimba Office Manager
 Bulimba Accountant



**CHRIS
COCHRANE**

Commenced October 1985
 Paint Department Back Sprayer
 CAD / CAM, Computer Design Suite
 Lytton Biesse Router
 Bulimba CAD / CAM



**NICK
BRADBURY**

Commenced October 1986
 Dutton Park Leading Hand Despatch
 BP Re-brand programme controlling
 outgoing product
 Mobil Assistant Project Manager
 Stuart Street Woolworth's Product
 Bulimba GMH Product
 Art Department Tradesperson
 Assembly Department Lytton
 Caltex Assembly Tradesperson
 Bulimba Art Department Tradesperson



RACHAEL FARRELL
 Project Manager



JOE LOMBARDO
 Leading Hand Electrical
 Department



MICK KUNER
 Senior Assembly Tradesperson



MICK THOMSON
 Metal Tradesperson



TONY WEST
 Regional Manager VIC, TAS, SA



ANDREA ZAGERIS
 Leading Hand Artroom
 Night Shift



COLIN FISHER
 Account Manager NSW



MARK SMITH
 Design Draftsperson



DAVE SEYCHELL
 Production Coordinator
 Assembly



TERRY JORDAN
 Production Coordinator
 Despatch



ULISES BACHILLER
 Electrical Tradesperson



ROD BRYSON
 Group HR Manager



BIG BOLD BURNSIDE

Over many years Albert Smith Group has enjoyed a successful strategic partnership with Construction Engineering, working on many exciting projects including large pylon signs, wall signs and various internal signs and graphics. If it's out there, it's likely that Construction Engineering is behind it! Some past sites include Mid-Valley Shopping Centre in Morwell, Werribee Plaza in Werribee and Bundoora Square in Bundoora.

The most recent project was for Burnside Shopping Centre at Burnside. The Architects on the project were the B&N Group and the Developers were the The Dennis Family. Construction Engineering's Project Manager Paul Smith (not related), was very helpful and obliging throughout the project, and we thank you, Paul, for another successful project!

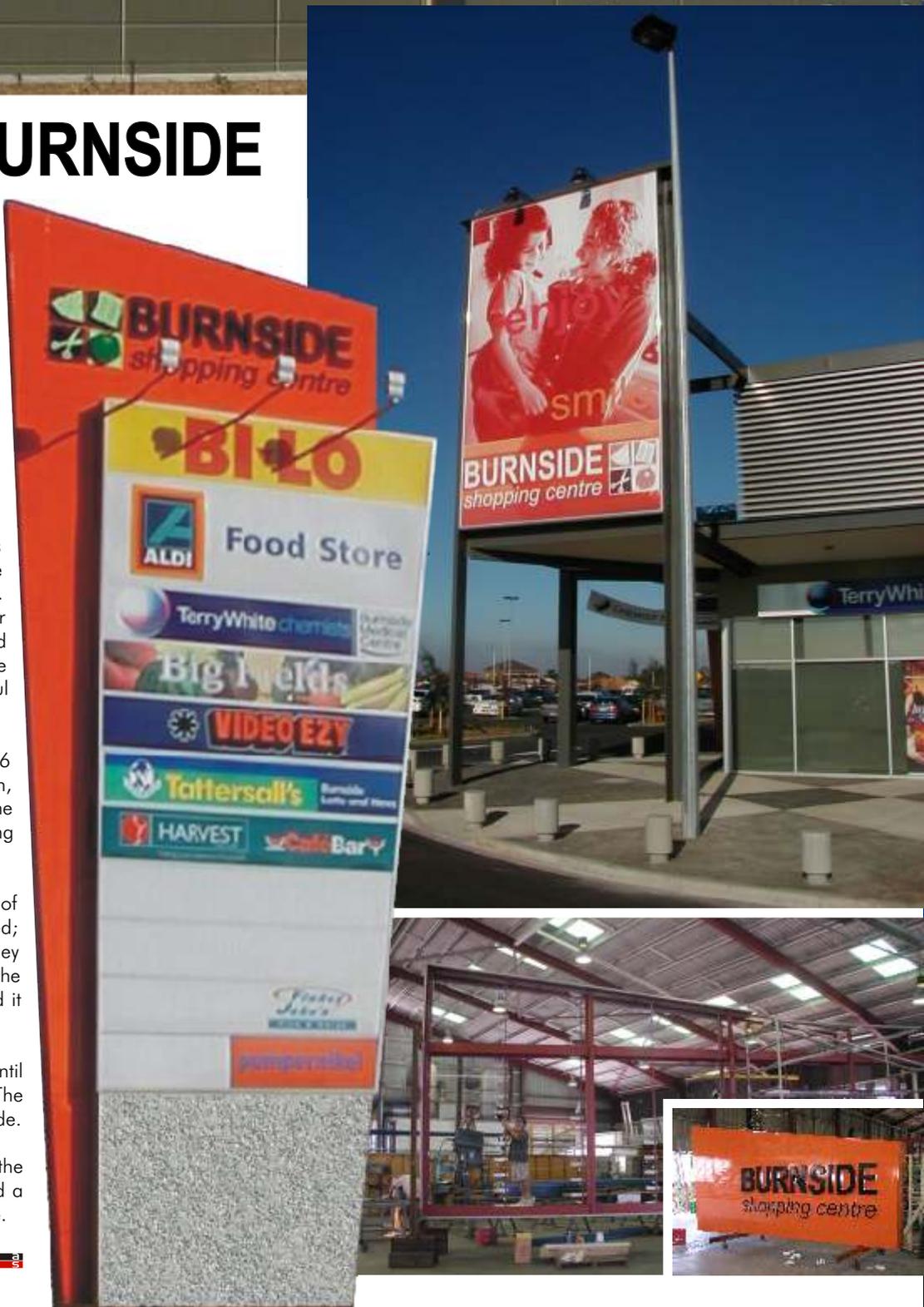
The pylon sign was 13.5 metres high x 6 metre wide and quite an unusual design, which included the bottom 2 metres of the sign to be clad in textured material featuring white river pebbles.

It's always amazing to see how these types of signs tend to 'shrink' when they are installed; they look so small compared to the size they were in the manufacturing plant! Look at the size of the structure in the metal shop; did it shrink on the truck?

Even the wall sign looks so much smaller until you notice the person walking alongside! The wall sign is 2.8 metres high x 12.3 metres wide.

In addition to the above, we also provided the multiple digital printed graphic panels and a range of wayfinding signs through the centre.

Tony West, Albert Smith Australia





PURE PORSCHE

Porsche is undoubtedly a brand synonymous with quality, reliability, style and, of course, sports cars. The Porsche Centre Sydney South at Alexandria is the largest Porsche Dealership in the Southern Hemisphere, and their new premises and facilities certainly reflect the prestige of the Porsche brand.

Peter Rektor and the team at Designfocus Resource (in association with Project Architect: Michael Avramidis) have done another superb job and earn their fine reputation as specialists in retail and corporate Architecture Design.

Albert Smith Group is proud to be one of the preferred suppliers to Porsche for signage and building cladding in Australia. We were delighted to be invited by the builders, Austin Australia, to tender for the new Porsche Sydney South Centre project, and were fortunate in being successful in the supply of the Porsche fascia signs.

- The "Porsche" letters are internally illuminated by means of LED's (light emitting diodes) providing consistent even illumination and colour, and providing long life and low maintenance.
- The "Porsche Centre Sydney South" letters are internally illuminated via white neon tubes, and fabricated using opaque Black acrylic faces to give a 'halo illumination' effect.
- Albert Smith Group also supplied rendered site artwork for evaluation and approval purposes for both the Local Authorities and the customer.

The individual letters were installed directly onto the building cladding material, carefully matching the circumference of the building and we're sure all would agree the completed site looks fantastic both day and night.

If you are in Alexandria, go take a look for yourself and while you're there speak to Dealer Principle, Mr Ray Lintott, about how you too can be the proud owner of a new Porsche!

Elizabeth Easton, Albert Smith Group



Did you know...

- 70% of all Porsche's ever built are still being driven
- Through Porsche's QA procedures- the roof of a Porsche convertible has to open and close a total of 6,000 times in a climate chamber at extreme heat, at room temperature and at minus 10 degrees; side windows have to open and close 40,000 times; doors are slammed shut 100,000 times
- The very first Porsche was Porsche Nr. 1 (pictured on cover) and the first production model Porsche was the 356

After years of rumour and fevered speculation, a new generation of Porsche sports vehicle is about to be unveiled to learn more about the new Cayenne visit Porsche web-site www.porsche.com





The challenge was to create a "lighting experience" rather than an average sign!

GAMING FEATURES

As I have always been passionate about gaming signage, it was a delight for me to be asked to be involved with the design and supply of a pokies sign for Brisbane's Treasury Casino.

The challenge was to create a "lighting experience" rather than an average sign!

Gavin Dahler, one of our designers, accepted the challenge and designed what I believe to be an innovative solution, closely integrating the sign with the existing ceiling lighting.

It was then up to the tradesmen in the factory to hand build it and ensure the end product looked the same as the conceptual artwork. It was a difficult task that faced the installation crew in transporting and placing the sign over the poker machines, fully assembled!

All who participated did a marvellous job and the sign, now installed, looks fabulous. On the strength of the success of the product, we have 2 additional gaming features to design and construct.

We are thrilled to be involved with the Conrad Casinos, helping to give their customers an entertaining and memorable gaming experience.

Our pokies sign for the Carina Leagues Club was recently installed in their Gaming area. It was fun designing a sign that fitted with their Astro Cash concept. Gavin gave five different concepts and it was no easy decision as to which sign would fit well into the area.

Thank you Arthur Hingst for the challenge in giving us the order and to Michael Kuner from ASG for the assembly of the sign and for ensuring that the sign meets the quality requirements of the gaming industry.

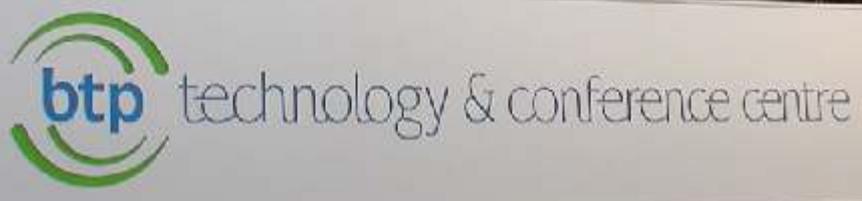
I wish Carina Leagues Club all the best with their renovations.

Alison Rip, Albert Smith Australia





'smart state'



Brisbane Technology Park (BTP) at Eight Mile Plains in Brisbane is set within a 33.5-hectare precinct of unrivalled quality provided to support established and emerging technology-based companies. An initiative of the Department of State Development, BTP is an integral component of the Queensland Government's Smart State strategy.

Set in natural bushland the Park has a campus-like feel, easy access, plenty of free parking, serviced office space, commercial accommodation, licensed bistro and on-site meeting and conference facilities. In addition, stand-alone facilities can be designed and constructed to meet individual requirements.

At the centre of the Park is the BTP Technology and Conference Centre, a multi-functional, purpose built office and conference facility with an auditorium that seats up to 1000 people. The centre is suitable for seminars, product launches, workshops, tradeshows and conferences.

In keeping with the technology base, fibre optic cabling for teleconferencing and web casting is in place including compatibility to all hardware and software applications.

The BTP Centre was recently renamed to align itself with the recognised brand of Brisbane Technology Park. New signage, supplied and installed by the Albert Smith Group, reflect the vibrant activities of BTP Technology & Conference Centre.

Leiza Wood, Function Centre Manager, BTP



ALBERT SMITH GROUP

All about identity

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All about identity

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