

# Observations for a better world



**VAISALA**



## Part of your daily life

**The lives of people all around the world are touched daily by the work we do and the technologies we create. Everyone follows weather forecasts but few people give much real thought to how these forecasts are made.**

They are based on data from various different environmental measurement devices: radiosondes, weather stations, weather radars, and the like. This data is then fed to computers using highly sophisticated atmospheric models, which calculate the most likely forecasts. For over 70 years, Vaisala has produced measurement devices that provide this valuable data around the world. In fact, we are the global leader in the weather measurement business, and the preferred choice of weather professionals in over 120 countries.





*We are the global leader in the weather measurement business – the preferred choice of weather professionals in over 120 countries.*

It all started in the 1930s as the result of the innovation and persistence of one brilliant individual – Vilho Väisälä, the company's founder. With his curiosity and talent for mathematics and science, Väisälä's little shop went global from the beginning. From a small organization with few employees, Vaisala has grown into a global success story with over a thousand employees and more than 20 offices around the world.

### **Curious to solve problems**

Curiosity, the desire to meet challenges, and an extraordinary ability for innovation are at Vaisala's core, both past and present. Through the years, our expertise has grown to include environmental sciences, aviation, traffic, industry and more.

Today, when professionals need a reliable measurement partner in a range of industries and applications, they turn to us.



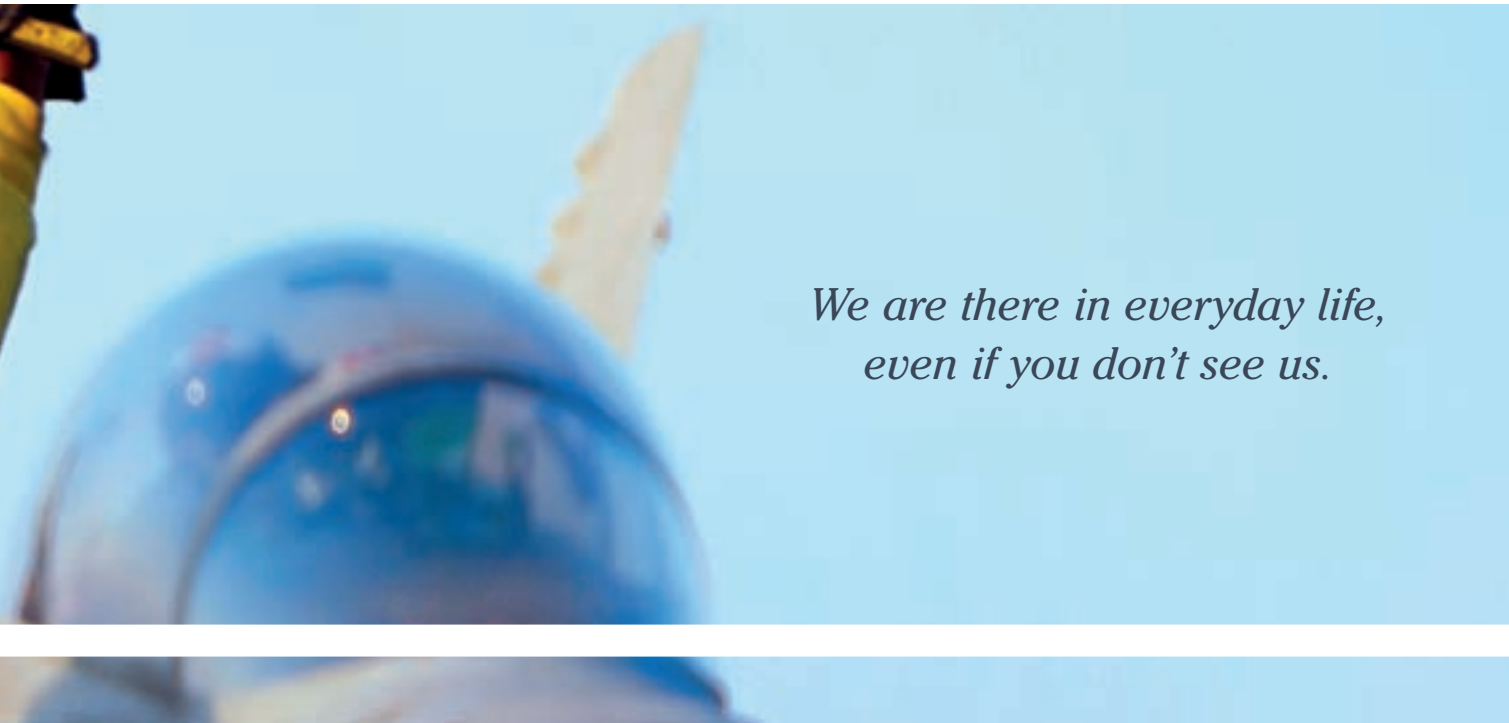


## Facilitating smooth operations

*Vaisala is there in everyday life - facilitating the smooth functioning required in the modern information society:*

- Barometric pressure sensors built by Vaisala have ventured to Saturn's moon Titan onboard the Cassini-Huygens spacecraft, and to Mars onboard the Phoenix Lander.
- Our accurate weather measurement equipment supports the success of the Olympic Games and other major international sporting events.
- On Mount Everest Vaisala weather stations perform under the harshest conditions, and in arctic seas aboard advanced scientific research vessels.





*We are there in everyday life,  
even if you don't see us.*

- State-of-the-art dropsondes are deployed from aircraft flying above hurricanes to gather highly accurate, often life-critical, weather data. And when lightning strikes we can pinpoint the exact time and place.
- We help those in charge of ensuring their country's security understand how the weather affects their mission.
- Vaisala equipment can be spotted on roadsides all around the world, keeping a constant eye on road conditions. We advise winter road maintenance authorities precisely when to salt and plow, enhancing traffic safety and reducing the chance of accidents.
- Most of the world's airports use our equipment to ensure safe takeoffs and landings – and cost-effective airport operations.
- Cleanrooms, such as those used in the pharmaceutical industry, benefit from Vaisala technology.
- The food industry, beer brewers and wine makers all use our measurement equipment to make sure their products are of high quality.



*Energy efficiency is an important goal for our industrial customers, and those acting in different man-made and controlled environments.*

## Enabling efficiency

**Climate change has made environmental measurement even more critical for humankind.**

Closely related to this, energy efficiency has become an increasingly important goal for our industrial customers, and those concerned with the design and operation of controlled environments. For example:

- Vaisala's humidity, temperature and carbon dioxide measurement instruments play a significant role in intelligent control of indoor heating, ventilation and air conditioning, creating safe and comfortable

work environments for people while efficiently ensuring that energy is used only on demand.

- In many manufacturing processes it is of the utmost importance to accurately measure and control humidity, so that product quality can be kept high and energy consumption low.

- Increasing the use of wind energy is another trend in the drive towards a cleaner environment. Vaisala is there, too, ensuring efficient operations.





# Reducing uncertainty

Our products and systems provide our customers with the means to influence and better understand their environment in positive ways. We reduce uncertainty by enabling well-informed decisions.

Vaisala is committed to helping provide the foundations for a better quality of daily life, environmental protection, safety and productivity. Growing urbanization and increasingly technological lifestyles bring with them increasing vulnerabilities to extreme weather events and other

environmental threats. The more information we have, and the more precise it is, the better we can safeguard lives and property. At Vaisala, we feel a sense of pride when it comes to our work – we are improving people’s daily lives all over the world. Just as when we began, over 70 years ago, a far-ranging curiosity and a hunger for fresh challenges continue to drive us towards new solutions for a better world.



## Vaisala factsheet

- Global leader in environmental and industrial measurement
- Over 70 years of experience in providing pioneering measurement technology
- Unparalleled offering of products, solutions and services
- Employs over 1200 professionals
- More than 20 offices worldwide, large representative network, and thousands of customers in over 120 countries
- Very active R&D and extensive cooperation with leading scientific and research organizations
- Listed on the NASDAQ QMX Helsinki, Finland
- Caters to professionals in meteorology, airport operations, defense, road operations, wind energy, cleanrooms and chambers, building automation, and chosen industrial applications as well as in some innovative new business areas where environmental measurement plays a significant role



# VAISALA

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