

## New visual identity for the Orolia group

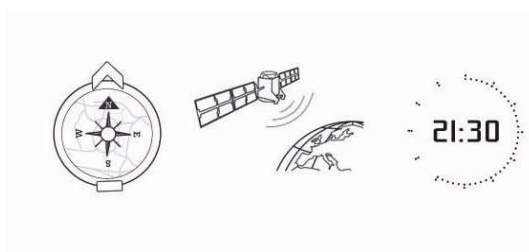
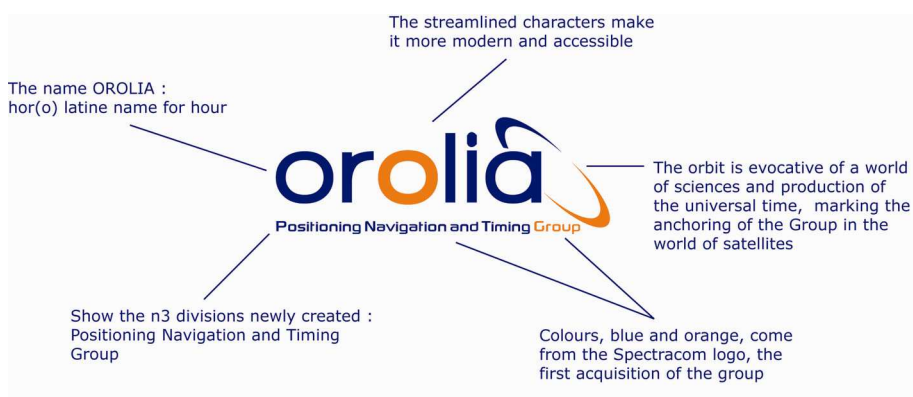
**Les Ulis, April 26<sup>th</sup> 2010** –Orolia (NYSE Alternext Paris – FR0010501015 – ALORO) announces today the deployment of its new visual identity. This new graphic charter evolves the group identity after the acquisitions of Kannad and McMurdo, which doubles its size and is being reorganized in 3 divisions: Positioning, Navigation and Timing (PNT). Thanks to its two acquisitions, Orolia made its entry in the world of positioning, creating by consolidation the n°2 worldwide for Cospas-Sarsat distress beacons.

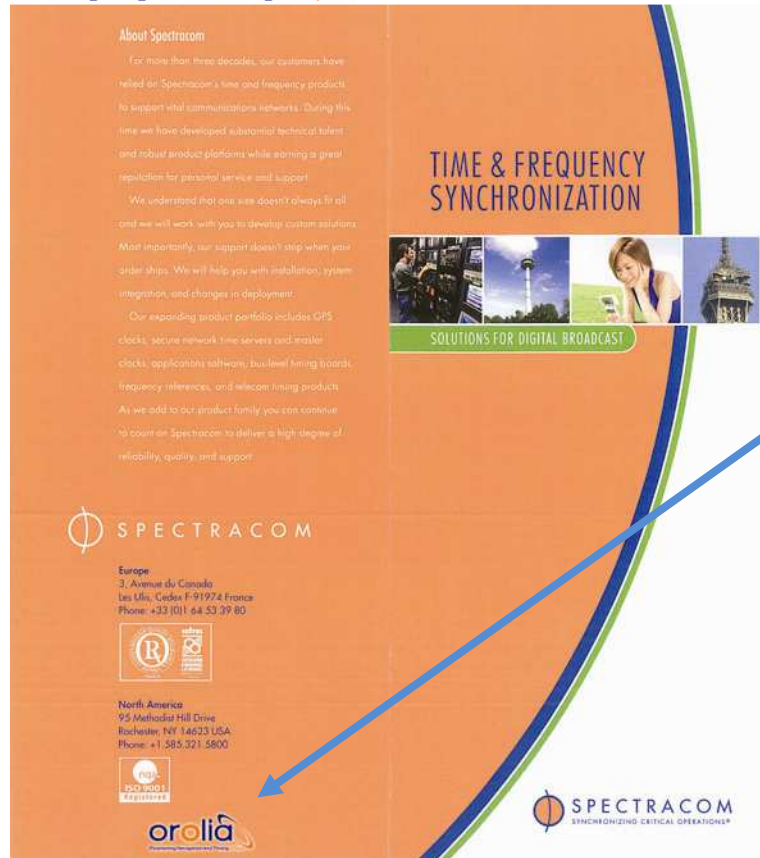
To incarnate this new strategic positioning, the logotype of the group as its visual identity has been modified. More fluid and purified, the new Orolia logo takes the fundamentals mark: blue and its orange compounds with the orbit, evocative of a world of sciences and production of the universal time and marking the anchoring of the Group in the world of the constellations of navigation by satellites. The streamlined characters make it more modern and accessible, are designed in a round form which express the unit that the Group will preserve. In addition, the logo which will be used on the marketing tools of the companies of the Group as umbrella brand mark, combines at the same time a greater simplicity, new strategic positioning in the field of the PNT and the membership of the Group thanks to its news baseline: Positioning Navigation and Timing Group.

### PREVIOUS LOGOTYPE



### NEW LOGOTYPE





**About Spectracom**

For more than three decades, our customers have relied on Spectracom's time and frequency products to support vital communications networks. During this time we have developed substantial technical talent and robust product platforms while earning a great reputation for personal service and support.

We understand that one size doesn't always fit all and we will work with you to develop custom solutions. Most importantly, our support doesn't stop when your order ships. We will help you with installation, system integration, and changes in deployment.

Our expanding product portfolio includes GPS clocks, secure network time servers and master clocks, application software, bus-level timing boards, frequency references, and telecom timing products. As we add to our product family you can continue to count on Spectracom to deliver a high degree of reliability, quality, and support.

**TIME & FREQUENCY SYNCHRONIZATION**

**SOLUTIONS FOR DIGITAL BROADCAST**

**SPECTRACOM**

Europe  
3, Avenue du Canada  
Les Ulis, Cedex F-91974 France  
Phone: +33 (0)1 64 53 39 80

North America  
95 Methuett Hill Drive  
Rochester, NY 14623 USA  
Phone: +1 585 321 5800

**SPECTRACOM**  
SYNCHRONIZING CRITICAL OPERATIONS™

Example of Umbrella Brand mark

**About Orolia**

Orolia is a high-technology group specialized in precise Positioning, Navigation and Timing. Orolia provides high-precision electronics equipments that generate, distribute, measure and process the High-precision Time & Frequency signals that Critical Operations use to detect, trace, control, analyze or synchronize time and location-critical events. High-precision timing, positioning and synchronization solutions are vital for critical applications in growing markets such as Defense, Public Safety, and Telecom & Broadcasting in land, maritime, air or space environments. Since 2006, the Orolia group has been able to establish itself as one of the leaders in PNT solutions at a global level through five companies: Spectracom, SpectraTime, T4Science, McMurdo and Kannad. Orolia's headquarters are located in Les Ulis, (France). The company also has main offices in Neuchâtel (Switzerland), Stockholm (Sweden), Rochester (New York), Basingstoke (UK), Portsmouth (UK) and Guidel (France).

**Contact SA :**

Elodie Cally  
elodie.cally@orolia.com  
Tél. +33(0)1.64.53.22.30

