

ELA Company Profile

Capability Statement

ELA are specialists in extra low voltage equipment Systems Design and Integration. ELA provides a full product life cycle support and service capability which follows four key phases of product selection through to end of life support capability.

January 2014





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1. Introduction to ELA

ELA are specialists in extra low voltage equipment Systems Design and Integration. ELA provides a full product life cycle support and service capability which follows four key phases of product selection through to end of life support capability.

- Systems design
- Installation
- Product Integration
- Support

ELA's life cycle support begins with "Systems Design" to either an existing specification or designing a solution to meet users specific requirements. This is followed by product on-site "Installation" – whether a green-field site or existing. As with all low voltage systems the product "Integration", commissioning and product acceptance are key components of any successful project and ELA have the key capabilities and technical support through local and international strategic partnerships. ELA ensures full life cycle support with complex systems "Integration" and interoperability through a range of technologies and skill sets. Ongoing product "Support" in mission critical systems, is provided through to the product end of life, delivered by a specialised team of skilled electronic technicians and IT support personnel.

1.1 Welcome

ELA (Electro Acoustic Co Pty Ltd.) was founded in 1971 in Perth Western Australia and has for 40 years provided a high quality low voltage systems design, installation and service for a range of products. This product mix has changed rapidly over the years as electronics and software have changed the world we live and operate in.

We have 40 years of skill and experience successfully delivering and supporting thousands of projects in the Healthcare, Audio Visual, Security and MATV industries and market segments. In recent years we've developed specific expertise in Systems Design and Integration as technology rapidly advances and integration / interoperability become the real technical challenge to meeting customer needs.

ELA has worked on an extensive range of projects with significant projects being to the value of multi millions of dollars. Some large individual projects have included the SJOG Subiaco Hospital Redevelopment from 2005 to 2010 worth some Five Million Dollars. ELA would typically have between Four and Eight Million Dollars of project order in hand over the year.





2. Company Details

ELA is based in Perth and conducts business around the state of Western Australia, however for some specialised projects we support customers nationally.

Established 1971

ELA (Electro Acoustic Co Pty Ltd)

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ABN 53 008 748 883

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Corporate Insurance

Public Liability	\$20 Million
Product Liability	\$20 Million
Workers Compensation	\$50 Million
Motor Vehicle Third Party	\$30 Million

3. Company Capability

The company capability is based in specialised Low Voltage Systems Design and Integration with a specific lifecycle capability built around on going product support and service for end users.

The key verticals we support are;

1. Healthcare (Nurse Call Systems)
2. Audio Visual
3. Patient Entertainment (MATV)
4. Security and CCTV

3.1 Healthcare

ELA has an extensive CV of healthcare customers in WA and indeed other states of Australia. Within the last 40 years, ELA has provided product integration and support services to every hospital in WA.

As hospitals are in essence small cities, we provide a range of services including but not limited to;

- Nurse Call System (CarePlus™)
- MATV and IPTV
- Patient entertainment
- Audio-visual service
- Places of worship (Chapel service broadcast around the hospital)
- Operating theatre systems
- Public address and intercoms
- Visitor infotainment
- Duress systems (mobile systems and emergency assistance)
- Wireless patient systems
- Presences and RFID (asset, patient and staff)
- Message Integration
- Smart phone integration and Unified communications
- Message visualisation and reporting
- Message escalation and interoperability to mobile devices
- Enterprise email integration
- 3rd party device integration
- Asset tracking systems (RFID)
- Security Systems
- Access Control
- CCTV

ELA has a methodology providing a best of breed solution as part of its product selection criteria. Importantly, this reflects upon the four **key success factors** of System Design, Installation, Integration and Commission and ongoing service.

The most important component of this range of systems is the experience and expertise resident within ELA to ensure these systems integrate and interoperate as part of a larger integrated system and not stand alone technology silos.

Product interoperability is especially important to end users as technology changes and is upgraded to ensure “life safety systems” are not compromised as a result of a system defect or upgrade during the hospital systems life cycle.



3.1.1 Strategic Partners and Suppliers

Name	Partner	Product
NIQ Health	Strategic Partner	CarePlus™ Nursecall
		Message integration
		Patient Entertainment (IP)
		Mobile devices connect
		Smart Phone integration
		Workflow productivity
Commtech Wireless	Partner	Message broadcast
Dalcon	Strategic Partner	Fall Prevention
		Pressure Ulcer Prevention
Centrak	Partner	RFID - Asset Tracking
		Patient Tracking

3.2 Audio Visual

ELA provides System Design and Integrated Solutions to cover all aspects in Audio Visual. Our Integrated Solutions for Audio Visual Industries cover Commercial Buildings, Churches, Stadiums, Schools, Pubs, Hotel Function Rooms and Boardrooms.

The Joondalup Resort Function Room (completed by ELA in 2013) required motorised six (6) meter projection screens coupled with Crestron control state of the art Audio System capable of multiple configurations including Corporate Events and Weddings. Joondalup Resort Function Room was nominated for the Installation of the Year by Crestron international.

System Design and Integration covers all aspects of an Audio Visual installation. Ranging from a relatively simple product installation, for example; a meeting or class room involving projectors, plasma screens, interactive white boards and video conferencing, through to a complete “design and build” solution, normally associated with large scale projects, such as a new building or as part of building refurbishment.



We have full in-house design capabilities including the ability to produce drawings in CAD or Visio. Our design expertise includes:

- Boardrooms
- Large auditoria and lecture theatres
- Reception & Public areas
- Patient entertainment (IP and MATV)
- Training rooms
- Meeting rooms
- Video conference environments
- Retail environments
- Command & Control Rooms
- Churches
- Schools
- Pubs

3.2.1 Strategic Partners and Suppliers

Name	Partner	Product
Hills SVL	Strategic Partner	Comprehensive range of Audio products
Bosch	Strategic Partner	Public address and Conferencing
Crestron	Partner	Digital Media
Bose	Authorized Supplier	Speakers
Audio Products	Partner	Comprehensive range of Audio products

3.3 MATV / SMATV

ELA offers simple MATV distribution through to advanced SMATV systems including Foxtel MDU solutions, COFDM re-modulation, IP TV Solutions and VAST services. All of these can be integrated into existing copper systems or upgraded to fibre.

3.4 Security

ELA Security offers Integrated Solution for Security Industry. ELA provides a range of CCTV and Access Control for Commercial, Industrial, Health (Hospitals and Aged Care), as well as Government and Transport industries.



3.4.1 Solutions

ELA offers integrated solutions for all Security applications. Providing Systems Design and Integration for Security and CCTV products for the following applications:

- Commercial
- Industrial
- Government and public institutions
- Transport industry.

3.4.2 CCTV

CCTV systems include: Analogue and IP based products, number plate recognition, mega pixel technology and forest fire detection. All systems offered can be fully integrated under a single modular platform for complete management.

Bosch CCTV product range includes IP technology cameras, HD cameras, Networked storage devices and Bosch Video Management Software.

3.4.3 Access Control

Bosch Access Control includes IP networked intelligent controllers controlled via Bosch access Professional edition software or Bosch Building integration software for full integration of both the Bosch access and CCTV product range.

3.4.4 Strategic Partners and Suppliers

Name	Partner	Product
Bosch	Strategic Partner	Security
		Access Control
		CCTV
		Control Centre management
		Security Escort
CARDAX	Partner	Access Control
TeCom	Authorized supplier	Access Control
Inner Range	Authorized supplier	Access Control

4. Major Projects

NIQ recently announced the CarePlus™ Care Management Information System™ is now available on a range of Tablets and smart phones. This enables staff to address issues such as; staff patient ratios, bed management, compliance, QA, reporting, workflow productivity whilst staff are mobile. Whether the caregiver is at the patient bedside, in the care area or off the care area. The CarePlus™ implementation enables all the above key desires for tablet uses. Berrington Aged Care recently installed CarePlus™ with Mobile Connect integrating smart phone to the Nurse Call System providing significant efficiency and workflow for Nurses and staff.

4.1 Current / Last 12 months

Name	Owner	Services
Berrington Aged Care	Private	CarePlus Nursecall, Reporting, CarePlus Mobile Connect
Joondalup Public and Private Hospital modernisation	PPP	CarePlus Nursecall Installation, Patient Entertainment, Security, access control & CCTV
St John of God Bunbury CCC/CCU/ED/Acute Care	St John of God	CarePlus Nursecall Installation, Patient Entertainment
Kalgoorlie Hospital Stage 3	WACHS	CarePlus Nursecall Installation, Patient Entertainment
Kalarra House Port Hedland	WACHS	CarePlus Nursecall Installation, Patient Entertainment
Broome Hospital Stages 1 & 2 & ED	WACHS	CarePlus Nursecall Installation, Patient Entertainment
Hollywood Private Hospital Clinic	Ramsay	CarePlus Nursecall Installation, Patient Entertainment, Security
Joondalup Resort New Function Room	WA Education	Crestron Control, Rane HAL DSP, Lab Gruppen Amps, Ampetronic Hearing Loops, Crestron Speakers, CCTV & Security
Baldivis SHS Performing Arts	WACHS	Crown Amps, Nexia DSP, JBL Speakers, Crestron Control, Ampetronic Hearing Loops
Applecross SHS Performing Arts	Private	Crown Amps, Nexia DSP, JBL Speakers, Crestron Control, Ampetronic Hearing Loops
Cancer Wellness Centre	RAFFA	Fibre & Data Cabling, Crestron Control, Williams Sound Hearing Reinforcement
Cockburn Community Health	Local Gov.	Crestron Control, Rane HAL DSP, Lab Gruppen Amps, Ampetronic Hearing Loops, Crestron Speakers

Fiona Stanley Hospital	Metro Health	AV Cabling in main hospital, Ampertronic Hearing Loops, Foxtel Compliant SMATV System
Hollywood Private Hospital	Ramsay	Digital SMATV Distribution System
Applecross SHS	WA Education	Site wide PA & Call Assist System
Perth Airport	Private	Vocia PA System
Baldivis SHS	WA Education	Site wide PA & Call Assist System
St Barts	Private	CCTV & Security
Claremont Shopping Centre	Private	CCTV & Security
Merredin Power Station	Private	CCTV & Security
CBH Kewdale	Private	CCTV

4.2 Majors over last 10 years

Healthcare	Owner	Services
Berrington Aged Care	Private	CarePlus Nursecall, Reporting, CarePlus Mobile Connect
Joondalup Oncology	Ramsay	CarePlus Nursecall Installation, Patient Entertainment
Joondalup West Wing Refurbishment	Ramsay	CarePlus Nursecall Installation
Joondalup East Wing Refurbishment	Ramsay	CarePlus Nursecall Installation
St John of God Bunbury CCC/CCU	St John of God	CarePlus Nursecall Installation, Patient Entertainment
St John of God Bunbury Renal Upgrades	St John of God	CarePlus Nursecall Installation, Patient Entertainment
St John of God Bunbury Acute Care	St John of God	CarePlus Nursecall Installation, Patient Entertainment
St John of God Bunbury 78 Bed Upgrade	St John of God	CarePlus Nursecall Installation
St John of God Bunbury ED Stgs. 2 & 3	St John of God	CarePlus Nursecall Installation, Patient Entertainment
Armadale Kelmscott RAC	Metro Health	CarePlus Nursecall Installation, Patient Entertainment
Kalgoorlie Hospital Stage 3	WACHS	CarePlus Nursecall Installation, Patient Entertainment
Kalarra House Port Hedland	WACHS	CarePlus Nursecall Installation, Patient Entertainment

Broome ED Stages 1 & 2	WACHS	CarePlus Nursecall Installation, Patient Entertainment
Broome Hospital	WACHS	New paging system with CarePlus integration
St John of God – Subiaco - Expansion phase 1, 2 and 3	SJOG Group	Nursecall, Messaging integration, MATV, Patient Entertainment, Audio Visual, Security
St John of God – Geraldton	SJOG Group	Nursecall, MATV, Patient Entertainment, Audio Visual, Security Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Rockingham Hospital Redevelopment Phase 1,2 and 3	Metro Health	Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Broome Hospital Redevelopment	WACHS	Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Hollywood Hospital New Wards	Ramsay	Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Joondalup Hospital Public	Metro Health	Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Joondalup Private	Ramsay	Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Armadale Hospital	Metro Health	Nursecall, MATV, Patient Entertainment, Audio Visual, Security
Swan Health Hospital	Metro Health	Duress System, Security
Mount Hospital	Health Scope	Nursecall, Staff Duress System
SJOG Murdoch	SJOG Group	Nursecall, Messaging integration, MATV, Patient Entertainment
Royal Perth Hospital	Metro Health	Nursecall, Messaging integration, MATV, Patient Entertainment
Hollywood Hospital Upgrade existing	Ramsay	Nursecall, Messaging integration, MATV, Patient Entertainment
Peel Health Campus	WACS	Nursecall, Messaging integration, MATV, Patient Entertainment, Security
Osborne Park Hospital	Metro Health	Nursecall, Messaging integration, MATV, Patient Entertainment, Security
South West Health Campus	WACHS	Nursecall, Messaging integration, MATV, Patient Entertainment, Security
Fremantle Hospital	Metro Health	Nursecall, Messaging integration, Duress
Port Hedland Hospital	WACHS	Nursecall, Messaging integration, MATV, Patient Entertainment, Security
Port Hedland – Mental Health	WACHS	Nursecall, Messaging integration, MATV, Patient Entertainment, Security, Staff Duress
Graylands Hospital	Metro Health	Staff Duress
Geraldton Hospital	WACHS	Nursecall, Messaging integration, MATV, Patient Entertainment, Security

Previous Audio Visual Projects		System Solution
Joondalup Resort New Function Room	Private	Crestron Control, Rane HAL DSP, Lab Gruppen Amps, Ampetronic Hearing Loops, Crestron Speakers
Hampton SHS Performing Arts	WA Education	Upgrade of existing performing arts Crestron Control, MiPro / Williams Sound Hearing Reinforcement
Baldivis SHS Performing Arts	WA Education	Crown Amps, Nexia DSP, JBL Speakers, Crestron Control, Ampetronic Hearing Loops
Applecross SHS Performing Arts	WA Education	Crown Amps, Nexia DSP, JBL Speakers, Crestron Control, Ampetronic Hearing Loops
Cancer Wellness Centre	Private	Fibre & Data Cabling, Crestron Control, Williams Sound Hearing Reinforcement
Cockburn Community Health	Local Gov.	Crestron Control, Rane HAL DSP, Lab Gruppen Amps, Ampetronic Hearing Loops, Crestron Speakers
Fiona Stanley Hospital	Metro Health	AV Cabling in main hospital, Ampetronic Hearing Loops
Greenham Street AV	Private	Multiroom AV System
Joondalup Health Campus	Ramsay	Clinical School AV
SJOG Bunbury	St John of God	CCTV for observation rooms
Joondalup Resort New Function Room	Private	Crestron Control, Rane HAL DSP, Lab Gruppen Amps, Ampetronic Hearing Loops, Crestron Speakers
Hampton SHS Performing Arts	WA Education	Upgrade of existing performing arts Crestron Control, MiPro / Williams Sound Hearing Reinforcement
Subiaco Oval	Private	Stadia PA, MATV and entertainment in suites
WACA	Private	Stadia PA, MATV and entertainment in suites
Perth International Airport	Private	PA and EWIS
Perth Convention and Entertainment Complex	Private	PA, EWIS, MATV and entertainment in suites
Burswood Gaming area	Private	MATV and entertainment in suites
Burswood Pearl Room (high rollers general area and private rooms)	Private	MATV and complex individual AV entertainment in suites
Multiple company boardrooms	Private	Integrated AV with glass touch screen control
Sheraton Hotel suits and meeting rooms (Meetings on Five)	Private	MATV and complex individual AV entertainment in suites

Security, CCTV and Access Control Projects		System Solution
Grosvenor Hotel	Private	CCTV Upgrades
St Barts	Private	CCTV & Security
Claremont Shopping Centre	Private	CCTV & Security
Qube	Private	CCTV & Security
Ocean Keys Shopping Centre	Private	CCTV & Security
Sunday Times	Private	CCTV & Security
Hedland Health Campus	Private	CCTV & Security
Oceanique Apartments	Private	CCTV & Security
Meriden Power Station	Private	CCTV & Security
CBH Kewdale	Private	CCTV
Joondalup Health Campus	Ramsay	Full Bosch CCTV and access control, Chemical, Biological, Radiological (CBR) lock down
Port Headland Health Campus	WACHS	Full Bosch CCTV and access control
QEII Waste Management	Metro Health	Bosch CCTV
QEII Central Energy Plant	Metro Health	Bosch CCTV
Claremont Quarter shopping centre	Private	Bosch CCTV
Sunday Times New Paper Building	Private	Bosch CCTV
Oceanique apartments	Private	Bosch access control and intercom

5. Areas of Expertise

5.1 Accreditation and Qualifications

Audio Visual

- Crestron Programming Essentials
- Crestron Digital Media Design
- Crestron Digital Media Engineering
- BSS Soundweb - Audio DSP
- Ampertronic Hearing Augmentation Loop Design & Installation
- Qualified Electronics Technicians with 100v PA certification
- CTS certifications
- Fibre Certified

Healthcare

- CarePlus™ Authorized Gold Partner
- CarePlus™ Design Partner Certified
- Patient entertainment IP TV certification
- Mobile Devices Message integration partner

MATV & SMATV

- Digital Ready MATV certification
- Foxtel approved installers
- Foxtel design partners with Ikusi
- IP TV certification Ikusi
- COFDM re-modulation Certified
- Fibre Certified

Security & CCTV

- Education Department approved installer
- WA Police Security Agents License
- WA Police Security Consultants License
- WA Police Security Installers License
- Tecom Access Control Certified
- Concept Access Control Certified
- Bosch BIZ Certified
- Bosch Security Escort Certified



Communications

- Telstra open cabling license
- Commtech Wireless Fusion Certified
- Commtech Wireless Messenger Certified

5.2 OH&S

ELA has and maintains our Occupational Health and Safety Policy, committing to provide safe and healthy working conditions for our employees, contactors and others who come into contact with our activities. ELA works to a competency framework promoting safety outcomes by promoting a safety culture of risk assessment utilising easy to implement action tools like;

- Job Safety Analysis
- Task Risk Assessment
- Take Five

6. Business objectives

ELA will continue to invest in partnerships with technology providers enabling ELA to provide a best of breed solution for Western Australian customers. In our business objective to provide solutions through to product end of life, ELA will continue to significantly invest in technical training for our team of skilled engineering resources based in Perth. ELA is one of the few companies who have continually invested in Electronic Technical Apprentices in Western Australia.

6.1 Company Vision

- To grow ELA family of companies by providing innovative, integrated product solutions and excellent, sales, installation, commissioning and ongoing service.

6.2 Company Mission

- To provide a competitive solution to our customers requirements through clever design with a high level of customer service during the sale, installation, commission and service phases of our customer interactions.
- We aim to keep our customer fully informed during all four phases of the project and to share that information internally, ensuring improved customer satisfaction through a consistent company message.
- As we grow our company, we will train our replacements enabling ourselves to enjoy new challenges and new positions of authority.
- We have an obligation to continue our own personal, professional development and to assist in developing others.

7. Social responsibility

ELA is an ongoing sponsor of the Red Sky Ride, an event that focuses on 'ordinary people' doing extraordinary things, with local community members making the commitment to raise funds and awareness for the SolarisCare Foundation.

ELA Directors Andrew Rothon and Phil Price have participated in the Red Sky Ride for the last three years, leading Team ELA to raise over \$50 000 for the SolarisCare Foundation. The Red Sky Ride involves a 1000 kilometre cycling tour through Western Australia's South West over 8 consecutive days in mid-Summer.

The Red Sky Ride was inspired and reflects the long and gruelling journey that cancer



patients endure. The first ride was held in 2008, and has raised over \$2,000,000 for the SolarisCare Foundation.

The SolarisCare Foundation was founded by Dr. David Joske, with the mission of creating a “soft place to land” for his patients. Dr Joske was determined to bridge the gap between the medical community and their patients, as cancer patients had to make decisions on treatment, learn a new medical language, and come to terms with the changes to their lives and the lives of those they are close to. The SolarisCare Foundation was the solution.

From its inception in 2001, the SolarisCare Foundation has strived to deliver vital complementary therapy to cancer sufferers and their carers throughout Western Australia. SolarisCare believes that by treating a person’s mind and body in conjunction with mainstream medical treatment it will give patients the best possible chance for a full recovery.

As Dr Joske puts it “the Red Sky Riders have been like our guardian angels working tirelessly to ensure that the SolarisCare Cancer Support Centres can continue to offer support to the community.” He continues that “Having completed the Red Sky Ride myself I know the hours of dedicated work that goes into this event and I am constantly amazed by the results that these ordinary people achieve”.

Their motivation for this extreme challenge came about as a result of witnessing first-hand the trauma that their friends and loved ones had undergone with losing someone to cancer. The pair set about using their contacts in the business world to organise riders and sponsorship for the first event and so began the challenge that is the Red Sky Ride.