

Your solution, our passion



A network of solutions.

At Midtronics we don't just sell products, we develop relationships. We listen to and learn from our customers. We're consultants, fostering and managing strong partnerships and relationships with our customer. We find creative, original ways to develop solutions that meet the battery management challenges of our customers.

Fast forward.

Our job is to anticipate changes in technology for you. What's cutting edge now can quickly become obsolete tomorrow. We look beyond today, striving to create the next "big idea" in battery management products. At Midtronics, we relentlessly push the envelope and embrace superior technologies, creating the best, most reliable and cost-effective solutions for our customers.



Unmatched reliability, delivered.

All the innovation in the world doesn't mean a thing if it doesn't translate into real world applications. Effective battery management engineering is what we do at Midtronics. We have distributed thousands of battery management products around the world. Using our organic technology, we have developed hundreds of custom battery management products for our customers in the transportation and stationary power markets.

Quality, top to bottom.

In our ongoing effort to make our products even better, we're continually reinvesting in our research and development. Put simply, our products just work. That's because we put years of expertise and experience into every tester and analyzer we make.

Innovation on an international scale



Worldwide commitment.

Our commitment to innovation doesn't stop at the laboratory door. Based in Willowbrook, IL, the Midtronics network of quality sales, support and distribution reaches more than 250,000 service locations around the globe.

That's why we're working with telecommunications companies in Britain, automotive suppliers in Europe and battery manufacturers in Japan. Since expanding into China, our expert team of sales, engineering, and procurement professionals have grown and expanded our market share in that country annually. With an additional location in The Netherlands, Midtronics maintains a worldwide presence on three continents.



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Willowbrook



IJsselstein



Shenzhen

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Innovation begins here



Many follow, we lead.

As true today as it was back in 1970 when Dr. Keith Champlin began developing an idea he had for a new device that would measure the inverse relationship between a battery's dynamic resistance and its load-test current.

The result was the first small, lightweight battery tester using patented Conductance Technology. Building on that technology, Dr. Champlin and Midtronics founder Steve McShane took an upstart company with two employees and created today's world leader in battery management technologies.



Stephen J. McShane, President, CEO

From their vision, Midtronics conductance-based technologies and processes are now standard at thousands of automotive dealers, service centers and battery retailers worldwide. Our stationary power battery testing, monitoring, and management solutions are preferred or required at major communications and energy providers in the Americas, Europe, and Asia.



Industry-standard ideas.

That drive to innovate continues to motivate and propel us forward today.

We hold more patents than all the other companies in the industry – combined. Our conductance/Ohmic battery state-of-health management methodology is an IEEE standard and recognized around the world. For research intensity and industry impact, the Wall Street Journal ranks Midtronics with likes of Microsoft, IBM, Toyota, Sony and Motorola.



Stationary Power Products Advancing Battery Management



Communication power.

CELLTRON PORTABLE BATTERY ANALYZERS are professional level tools for stationary battery management. Research-proven technology and field-tested designs make **CELLTRON** PORTABLE BATTERY ANALYZERS a MUST for critical power maintenance.

Battery maintenance, simplified.

Power reliability becomes more critical each day in telecommunications, data management, utility and other industries. Maintaining the batteries that provide this essential reliability also grows in complexity and importance. **CELLTRAQ** was developed to address this growing importance and simplify the process of battery management.



Peace of mind.

Critical power-backup systems must be ready the instant they're needed. With the **CELLGUARD** SYSTEM BATTERY MONITORING SOLUTION on the job, they will be.

The Midtronics **CELLGUARD** SYSTEM combines the latest wireless communications technologies with patented, field-proven battery conductance monitoring for the most thorough stationary battery health analysis in the industry.



Improve efficiency.

Load/discharge testing and other traditional methods of testing batteries have always required two things that organizations never have in excess: time and capital.

A discharge test on a standard 48 Volt DC system can take more than 8 hours and requires bulky, fragile equipment costing tens of thousands of dollars.

Managing the data from just one system test, let alone thousands of systems, is daunting to say the least.

CELLTRON PORTABLE BATTERY ANALYZERS perform an analysis on the same battery system literally in minutes.

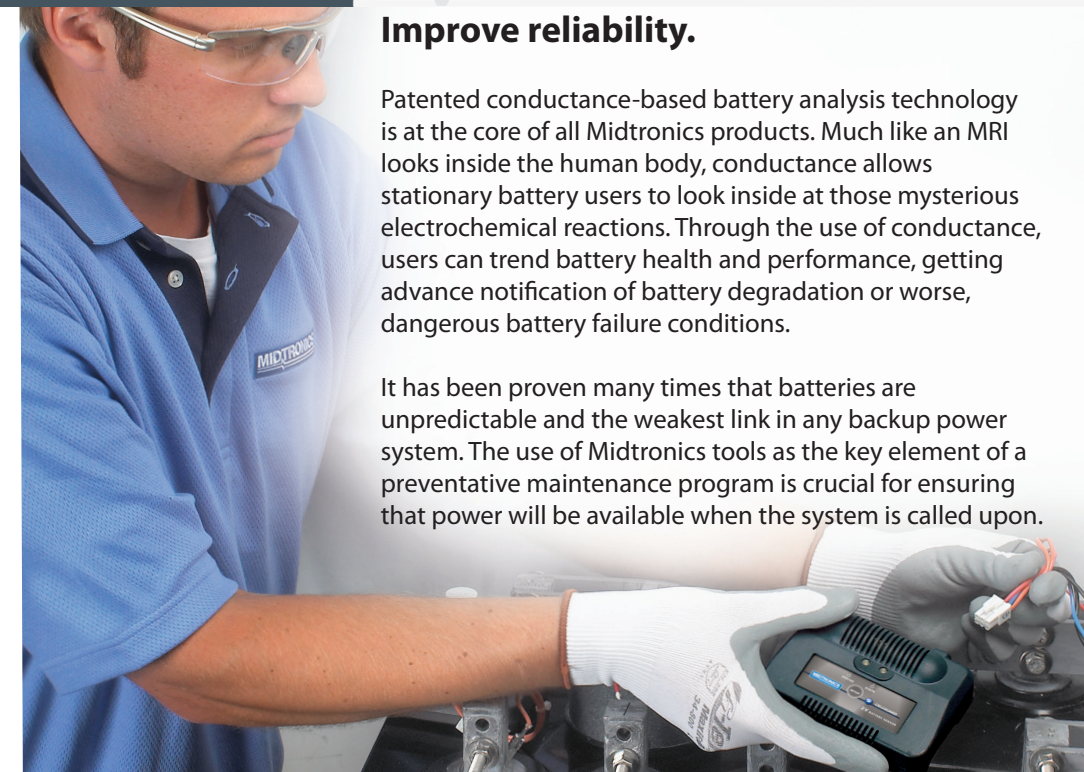


Reduce cost.

Batteries are expensive, just like the equipment they backup. Expensive to acquire, expensive to maintain, expensive to replace.

Perhaps even more important, the downtime cost of those services that depend on the critical backup power provided by those batteries can be astronomical: lost revenue, damaged equipment, and lost customers.

The Midtronics suite of Battery Management Solutions reduces all of these costs. It eliminates the waste of needless battery replacement caused by calendar-based replacement programs and reduces the exposure potential (and cost) of not knowing the state-of-health of your backup power system. Midtronics saves money by making maintenance more efficient and economical.



Improve reliability.

Patented conductance-based battery analysis technology is at the core of all Midtronics products. Much like an MRI looks inside the human body, conductance allows stationary battery users to look inside at those mysterious electrochemical reactions. Through the use of conductance, users can trend battery health and performance, getting advance notification of battery degradation or worse, dangerous battery failure conditions.

It has been proven many times that batteries are unpredictable and the weakest link in any backup power system. The use of Midtronics tools as the key element of a preventative maintenance program is crucial for ensuring that power will be available when the system is called upon.