



Presenting weapons in a new format

At the 9th International Special Operations Forces Exhibition (SOFEX 2012), to be held from 7 to 10 May 2012 in Amman, Jordan, JSC Rosoboronexport will showcase the capabilities of more than 30 items of Russian aircraft and land forces' equipment using an interactive exhibition complex (IEC).

The IEC has been used by the Company at international defense shows since the beginning of last year. Since then its capabilities have been continuously improved and the range of equipment presented has grown. Thus, SOFEX 2012 will see its most comprehensive version.

The following models of equipment will be shown on a wide panoramic screen in a spectacular and informative format:

Air materiel: Su-35M and MiG-29M multirole fighters, Yak-130 combat trainer, Mi-28NE attack helicopter, Mi-171Sh military-transport helicopter, etc.

Land Forces' materiel: T-90S MBT, Msta-S self-propelled howitzer, BMP-3M infantry fighting vehicle, BTR-80A armored personnel carrier, TOS-1A heavy flamethrower system, Smerch and Grad MRL systems, Vena self-propelled automated artillery system, Nona -SVK self-propelled gun, Khризantema-S self-propelled anti-tank system, BMPT fire support vehicle, etc.

Rosoboronexport is actively implementing interactive technologies at international exhibitions. Electronic displays coupled with 3D modeling make it possible to realistically and visually simulate real situations of a mock battle involving domestic weaponry, which are often impossible to show by means of traditional advertising methods.

At the Rosoboronexport stand, the visitors will be able to see the deployment and advance of ground vehicles, forcing water barriers, the deployment of weapon systems at fire positions for firing on targets, as well as an air combat involving Russian fighters using precision guided weapons, and fire support provided by attack helicopters.

In addition, the IEC has received additional capabilities: the experts will be able to have a look at the interior outfit of Russian military equipment and to find themselves in the virtual cabins of combat vehicles.

Presenting weapons in a new interactive format is one of Rosoboronexport's first steps of a transition to a new concept of work organization at exhibitions. Experience with using the complex has shown its effectiveness in promoting Russian defense industry's products and received favorable feedback from all of the official delegations.

By the end of 2013, the most advanced Russian weapons will be showcased in the new format.



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