

Rosoboronexport to Use Cutting-Edge Exhibition Technologies at MAKS 2017

Rosoboronexport, a member of Rostec State Corporation, will display Russian-made products at the MAKS 2017 airspace salon using state-of-the-art exhibition technologies.

"For the first time, Rosoboronexport will use holographic panels to showcase its armament and military equipment and display the products at MAKS 2017 in the form of an interactive multi-screen presentation featuring the hovering effect," said Sergey Goreslavsky, Deputy Director General of Rosoboronexport. "Russian defense companies have always showed respect for the high-tech approaches that we pursue to promote their products; foreign contractors, in their turn, appreciate it when the necessary information can be obtained easily and in a convenient form. This modern customer-oriented marketing policy allows the company to retain its traditional partners and attract new ones in different regions of the world."

On a special panel, visitors of the Rosoboronexport booth will be able to conveniently turn the virtual pages of innovative holographic multimedia catalogs and get detailed information about advanced military systems. The controls can be carried out both in the touchpad mode and by motions of the hand.

A special table with the hovering effect was custom-made for Rosoboronexport's booth at MAKS 2017. It uses the magnetic field to keep armament mockups floating in the air. The company will use this technique to display the Su-35, MiG-29M and Yak-130 airplanes and the Ka-52, Mi-35 and Mi-171Sh helicopters. At the same time, large displays will show detailed information about the selected product. Rosoboronexport's exhibition technologies are a brand new solution for international arms shows.

Rosoboronexport is the only state-owned arms trade company in the Russian Federation authorized to export the full range of military and dual-purpose products, technologies and services. It is a subsidiary of the Rostec Corporation. Founded on 4 November, 2000, now Rosoboronexport is one of the leading world arms exporters to the international market. Its share in Russia's military exports exceeds 85 percent. Rosoboronexport cooperates with more than 700 enterprises and organizations in the Russian defence industrial complex. Russia maintains military technical cooperation with more than 70 countries around the world.

Rostec State Corporation is a Russian corporation that was established in 2007 to facilitate the development, production and export of high-tech industrial products designed for civilian and military applications. The Corporation comprises over 700 organizations that are currently part of 11 holding companies operating in the military-industrial complex and 3 holding companies working in civilian industry, as well as 80 directly managed organizations. Rostec's portfolio includes well-known brands such as AVTOVAZ, KAMAZ, Kalashnikov Concern, Russian Helicopters, VSMPO AVISMA, UralVagonZavod, etc. Rostec companies are located in 60 constituent entities of the Russian Federation and supply products to more than 70 countries. In 2016, the consolidated



revenue of Rostec amounted to 1 trillion 266 billion rubles, while the consolidated net income and EBITDA amounted to 88 and 268 billion rubles respectively. In 2016, the average salary in the Corporation was 44,000 rubles. According to Rostec strategy, the main objective of the Corporation is to ensure that Russia has a technological advantage in highly competitive global markets. Rostec's key objectives include the introduction of a new techno-economic paradigm and the digitalization of the Russian economy.

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