



Pekka Ketonen (left) with painter Alexandr Bakharev.

Pekka Ketonen's portraits uncovered

Former Vaisala CEO Pekka Ketonen's portraits were uncovered in September 2007. There are two oil paintings, one to be put on display at the Vaisala headquarters in Finland, and another for Pekka's private use.

The paintings are the result of approximately 8 months of work. "We had over a dozen sittings, each lasting 4-5

hours. Naturally, the artist Alexandr Bakharev worked also in between the sessions, and then just 'calibrated' the paintings with the model," Pekka said.

ERAD 2008

The fifth European Conference on Radar in Meteorology and Hydrology, ERAD 2008, will be held from June 30 to July 4, 2008 at the Marina Congress Center, Helsinki, Finland.

The ERAD Conference series has been established as a biennial forum for the technical, atmospheric and hydrological sciences communities to discuss advances in radar developments and applications.

Pre-registration will start in February 2008. Vaisala will participate in ERAD 2008 as one of the main sponsors. If you are interested in participating, check the website for more information: www.fmi.fi/weather/rain_13.html, or contact: elena.saltikoff@fmi.fi.

Topics to be covered include:

- Advances in radar hardware and signal processing
- Satellite radar measurements
- Networks of radars and other observational systems
- Quality of radar data and products
- Microphysics of clouds and precipitation
- Quantitative precipitation estimation
- Hydrological studies employing radar
- Mesoscale meteorology and severe weather
- Nowcasting and assimilation

7th EMS Annual Meeting in El Escorial, Spain

In October 2007, the European meteorological community gathered at the 7th EMS Annual Meeting in San Lorenzo, El Escorial, Spain. The event consisted of a broad and open scientific conference with oral and poster presentations as well as symposia and special lectures.

The 8th European Conference on Applications of Meteorology (ECAM) was held as part and partner of the EMS. The purpose is to gather together scientists, service providers, manufacturers and end-users. The central focus of the ECAM is the application of meteorology for society.

The main topics of the events included: dynamics and predictability of high impact weather, meteorology and customer value, atmospheric hazards, environmental meteorology, the integration of meteorological information into decision-making processes, and climate change and variability in Europe.

The most enthusiastically received presentation topics included “The European Union data policy and its implementations to weather services” (P. Saarikivi), and a plenary satellite session, “GMES: Current status & next challenges. Relationships with the European meteorological community” (M. Strahlendorff, GMES bureau). Both presentations related to publicity and sales of observation data in the future.

Vaisala participated in the exhibition held in connection with the conference. Vaisala also contributed a poster presentation by Atte Salmi on “Measurements of the terminal velocity and shape of falling raindrops at Vaisala Rain Laboratory” (Atte Salmi, Lasse Elomaa).



Vaisala at inter airport Europe

Vaisala participated in the inter airport Europe exhibition held in Munich, Germany in October 2007. The leading International Exhibition for Airport Equipment, Technology & Services ended with record results in exhibitor and visitor numbers. 603 exhibitors from 30 countries showcased a comprehensive range of products and services. With some 13,000 visitors, the 2007 inter airport Europe was the biggest ever in the long history of the show. Despite train strikes on the last show day, visitors made their way to the show-ground at Munich Airport to discover the latest in terminal and ground support equipment as well as in data processing. Exhibitors and visitors alike praised the high technical level and outstanding quality of the exhibition.

The highlight at the Vaisala stand was the new AviMet[®] deicing solution. During the four show days visitors from various countries throughout Europe, Russia and the Far East dropped by at the Vaisala stand.





Lauri Rintanen appointed Director of Operations

Lauri Rintanen (53) has been appointed as Director, Operations, and member of the Management Group starting 1.11.2007. Among other positions, Lauri Rintanen has held managerial roles at Nokia in production, procurement and business development. Mr. Rintanen's most recent role before joining Vaisala was CEO, JOT Automation.



Tapio Engström appointed Director of Business Development

Tapio Engström (44) has been appointed as Director, Business Development, and member of the Management Group starting 1.11.2007. Mr. Engström has been working in financial management positions in many companies, including as Vaisala's CFO in 2002-2006. Mr. Engström's most recent role before joining Vaisala was CFO, Aspocomp Oyj.



Helena Marjaranta appointed Director of Corporate Communications

Helena Marjaranta (44) has been appointed as Director, Corporate Communications, and member of the Management Group starting 1.12.2007. Ms. Marjaranta joins Vaisala from Nokia Siemens Networks. Her most recent role before joining Vaisala was Head of Communications of the Radio Access Business Unit.



Antti Ritvos appointed Director of Vaisala Solutions

Antti Ritvos (53) has been appointed as Director, Vaisala Solutions, and member of the Management Group starting 15.11.2007. Mr. Ritvos has a 20-year experience from leading international technology companies, such as General Electric and Instrumentarium. Before joining Vaisala, Antti Ritvos was working as a Management Consultant and Vice President of Mercuri Urval Finland.

International Conference on Climate and Water

Climate change is likely to affect the hydrological cycle strongly; some changes have already been observed. Water demand may grow due to climate change, and water management faces a multitude of new challenges.

Finland had previously arranged two conferences on Climate and Water, the first one in 1989, the second one in 1998. The Third International Conference on Climate and Water was held in Helsinki on September 3 – 6, 2007. The event attracted a very international audience from over 30 different countries. Vaisala was one of the event participants and hosts.

The conference goal was to provide an opportunity for hydrologists, water managers and decision makers to exchange ideas, research results and concerns on impacts, adaptation and mitigation in the water sector, in the face of climate change.

The main topics of the conference covered:

- Climate change and hydrological extremes
- Climate change and water resources; risk and risk management
- Adaptation to the impacts of climate change in the water sector
- Climate change mitigation and hydrology
- Hydrological science, poverty and capacity building

The meeting organizers included the Finnish Environment Institute (SYKE); Helsinki University of Technology; International Association of Hydrological Sciences; Unesco; World Meteorological Organization; DG Environment, European Commission; and DG Research, European Commission.

Vaisala hosted some 46 conference visitors at its headquarters on September 4th.

Vaisala marketing research results 2007

Vaisala Aviation, Meteorological and Hydrological Institutes and Defense segments conducted a marketing research study among their customers in May – June 2007. The purpose of the research was to gather information and understanding on customer expectations and Vaisala's performance in marketing communications.

The research was carried out by email, phone and letter inquiries. The target group consisted of 652 customers and results are based on 102 customers' responses. Many thanks to all who participated in the survey.

Key findings

The research shows that, in obtaining information, Vaisala's customers value personal contact with Vaisala representatives very highly. Expectations are also high regarding Vaisala's web pages and customer magazine as sources of information. Overall, Vaisala's web pages are considered visually attractive

and informative. More information on products and systems would be appreciated.

Reliability and high product quality and performance are the most important factors when choosing a supplier. 94% of respondents would recommend Vaisala to their colleagues. 79% of customers considered Vaisala as the most attractive weather observation equipment supplier. Vaisala was characterized as well-known, international, an industry leader, and economically stable.

From research to action - utilization plan

Although Vaisala has managed to meet the respondents' expectations in most areas rather well, there is always room for improvement. Research findings have been thoroughly analyzed, and action plans have been made to make your Vaisala experience even better.

Watch for these events in 2008

88th AMS Annual Meeting: New Orleans, Louisiana, USA, *January 20–24*

ATC Global 2008: Amsterdam, The Netherlands, *March 11 - 13*

FIDAE: Santiago, Chile, *March 31 - April 6*

ILDC/ILMC 2008: Tucson, Arizona, USA, *April 21 - 25*

4th National Conference on Transportation Weather: Indianapolis, Indiana, USA, *June 16 - 17*

Eurosatory: Paris, France, *June 16 - 20*

ERAD 2008: Helsinki, Finland, *June 30 - July 4*

METEOREX-2008: St-Petersburg, Russian Federation, *November 27 - 29*

Cold Comfort - Winter Maintenance Exhibition and Conference: UK, *date and venue to be confirmed*



Contact the Vaisala News team

Marikka Nevamäki
Editor-in-Chief

For subscriptions, cancellations, feedback and changes of address, please contact the Vaisala News team by sending an email to vaisala.news@vaisala.com