



## **BUSINESS INFORMATION TRANSMISSION SYSTEMS**

Telephone: +44 (0) 118 940 9500

Fax: +44 (0) 118 940 9505

[www.bits-ltd.co.uk](http://www.bits-ltd.co.uk)    [support@bits-ltd.co.uk](mailto:support@bits-ltd.co.uk)

### **BITS LTD- Credentials – June 2009**

#### **CEO – Paul Childerhouse**

#### **Company History**

Established in 1987 as a specialist service company delivering break fix solutions to channel partners and manufacturers.

Started as a copier and fax machine service company, in 2001 formed an AV division that specialised in installation and maintenance of complex Audio Visual systems, IT equipment and Telecommunications infrastructures . BITS turnover for 2008 – 2009 is £3.5M.

BITS is now structured into 2 main Divisions namely Installation and service operating from its Main office in Aldermaston, near Reading and employs 48 staff. We will have ISO9000 accreditation in July 2009; we also have invested in our staff which are trained to the highest levels. Our project managers undertake Prince training, our engineers have; BAA passes, CSCS, CRB accreditation, PASMA, Working at heights, Health and safety training, UKPIA, section 12 ( underground) certification.

#### **Installation division:**

The installation division provides install services across a number of industry sectors to dealers, system integrators, partners and manufacturers. The division is headed by Paul Childerhouse ( CEO) and ably supported by Project management team and engineering staff. The install division has built up an unrivalled knowledge and skills base in the following market sectors:

- Digital signage, DOOH
- Education
- Transport
- Retail
- Corporate

#### **Service division:**

BITS carries out 24/7, 364 day service support for a number of large clients across all business sectors. We offer 4 hr, 8 hr, next service. Our help desk is available 7 days a week, Monday to Friday 0800- 2000 hrs, Saturday 0900 – 1700 hrs and Sunday 1000 – 1400 hrs. Our service engineers are trained on all aspects of AV, IT, telecoms equipment.

#### **Major client / Customer List**

- Fujitsu ( Systems Partner) for Install and service
  - BAA / JCD:7 BAA Airports DOOH project – 40/57” LCDs, PCs servers.

Business Information Transmission Systems (Berkshire) Limited

2&3 Apollo House, Calleva Park Aldermaston, Reading, Berks RG7 8TH

Registered in England No. 2028260 68, Clarkehouse Road, Sheffield South York S10 2LJ



## **BUSINESS INFORMATION TRANSMISSION SYSTEMS**

Telephone: +44 (0) 118 940 9500

Fax: +44 (0) 118 940 9505

[www.bits-ltd.co.uk](http://www.bits-ltd.co.uk)    [support@bits-ltd.co.uk](mailto:support@bits-ltd.co.uk)

- Royal Mail: over 2,000 sites, 3,500 LCD screens, PC and ADSL router.
  
- Arqiva (Install and service partner)
  - Digital Cinema VSAT two-way and TVRO delivery
  - KFC and McDonald's Menu boards
  - Lloyds TSB TVRO satellite and aerial system
  - Toni & Guy Salon TV
  
- Sony ( Systems Partner) Install and service
  - Sony Centres Digital Signage
  - Sony Ericsson Mobile Phone stores
  - T Mobile stores
  - Adidas – London, Birmingham and Manchester high profile stores.
  - Media for schools partner
  
- Samsung (UK Install and service partner)
  
- Promethean (UK service partner)
  
- Avanti Screen media ( Install and service partner)

### **BITS Experience in Retail**

- Airports ( 7 x BAA airports)
  
- Shopping Malls and Multiplex Cinemas ( Vue, Showcase)
  
- Flagship stores ( Adidas, Nike, Victorinox, Sony centre)
  
- High Street Banks ( Lloyds TSB)
  
- Hypermarkets, Supermarkets and Convenience Stores ( Sainsbury's, Tesco, Spar, one stop, Jacksons)
  
- Petrol Station Forecourts
  
- Fast Food Outlet and Pubs

Business Information Transmission Systems (Berkshire) Limited  
2&3 Apollo House, Calleva Park Aldermaston, Reading, Berks RG7 8TH  
Registered in England No. 2028260 68, Clarkehouse Road, Sheffield South York S10 2LJ