

CASE STUDY



Corporate PR Campaign

Client: DNA Group

Defond Power On
Defond North America. A DNA Company.

SUMMARY

The DNA Group operates four subsidiaries: Defond North America, an integrated solutions provider of electronic and electro-mechanical products; Digital Switching Systems, a switch and power management technology provider to the marine and transportation industry; Sygnal Technologies, an IP holding company that develops and licenses technologies for consumer product applications; and DNA Resource an enterprise that OEM procurement of specialized materials. The company was preparing for a business model shift and with it needed to rebrand themselves.

ASSIGNMENT

The DNA Group engaged Articulon to increase their positioning as experts in product. design and development.

RESULTS

As a result of Articulon's PR efforts, The DNA Group recieved extensive media coverage including feature stories on product and projects, positioning as expert for industry Brainstorm features, and full features about the firm and its offerings. Placement included: *The Triangle Business Journal*, *Product Design and Development Magazine*.

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Friday, February 8, 2008

Ready to (re)take ownership
Entrepreneur poised to regain full control of company he launched 20 years ago
Triangle Business Journal - by Chris Baysden

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RALEIGH - Eric Vaughn is about to flip the switch on a major deal: buying back full ownership of his small business.

Vaughn founded the company in 1987 as SEI Components Inc., which imported electronic and electromechanical components, especially switches used to control appliances and power tools. Two years later, the firm had grown so cozy with a Hong Kong manufacturer called Defond Manufacturing Ltd. that a joint venture was created to own SEI.

Vaughn still owned half the firm, but the other 50 percent stake was placed in the hands of Defond, which is owned by brothers Wilson Chu and Raymond Chu. Along with the new ownership arrangement came a new name: DNA Group Inc., which takes its initials from Defond North America.



Eric Vaughn has reached an agreement to buy back the 50 percent of the DNA Group that he doesn't already own.

Marine-Rated Digital Switching Systems
Raleigh, NC introduces the ADP model switch for marine applications. Features include:
• UL approved.
• An available mating connector.
• A 24-pin protected actuator.
• No required tools to remove the actuator.
• An environmentally sealed design that is IP67 rated.

Why Would I Specify?
• The ADP fits standard cutouts and is available in common panel configurations.
• It is tested for lightning protection, vibration, shock, thermal shock, salt spray and moisture resistance.
• Various termination styles are available.
www.digitalswitchingsystems.com

Eric Vaughn
DNA Group
President & CEO
www.dnagroup.com

To understand the direction that Zigbee will take to the market, it is necessary to understand the difficulties faced in penetrating the market. The key issues are cost, loss of product differentiation, reluctance to damage the revenue streams coming from customer "lock-in," as well as low node density in the average installation site.

For larger appliance manufacturers, their biggest concern is where they hold a dominant market share, particularly in installed systems. Many of them have tested and qualified Zigbee controls, but are not launching them. With Zigbee, they will lose the "locked-in" advantage in the same way as mobile phone manufacturers were reluctant to adopt Bluetooth.

From an end-users perspective, Zigbee is obviously what they want to see happen. As customers gain exposure to the benefits of networked appliances, the level of integration expected will grow. Energy efficiency and dynamic load management systems are fast becoming a key aspect of both consumer demand and energy capacity policy.

As Zigbee allows for control systems and interface panels to move outside the appliance, the 'smarts' of the appliance will no longer be controlled by the appliance manufacturers, but rather by dedicated control panel providers. There is more likely to be generic protocol platforms, which can be customized to suit the tastes and requirements of the individual user.

The current downsides to Zigbee of added cost and complex-

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SMALL BUSINESS MONEY MATTERS


LESSONS LEARNED: When do you forecast the economy's turning around?

By your best bet, you can't be better than...
I don't see the economy getting out of its...
I believe we will see a dip in recovery in...



Eric Vaughn, President & CEO of DNA Group, is shown in a professional setting.

Short-Circuit Overload Resetting
Digital Switching Systems (Raleigh, NC) recently announced that their P-Zero Rigid Inflatable Boat (RIB) will offer P-Series key pad and power management enclosures in place of conventional rocker switches and circuit breakers. The boats are being developed by a partnership with Italy's Technarb SRL boat designers and Pivelli & C. SPA. Features of the DSS P-Series include:
• Standard, custom and reconfigurable key pad.
• Custom programmable power management enclosures.
• Electrical interface boards.
• Wireless controls and IFR rocker switches.
• Communication on several different protocols, including RS-485, J1939, CAN and KMEA 2000.
• P-Series can serve as a plug-and-play controller for individual pieces of equipment or as part of a complete power management system that can also monitor outside systems to ensure safe and proper operation of any type of vehicle.
www.digitalswitchingsystems.com



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