



## **DEMAND IS GROWING FOR KELVIN HUGHES MARITIME AND SURVEILLANCE SYSTEMS IN THE AMERICAS**

**An interview with Adrian Pilbeam - Vice President Americas**



Adrian Pilbeam,  
Vice President Americas,  
Kelvin Hughes

**Q. Adrian, can I start by asking you about your current role?**

**A.** As Vice President Americas, I'm responsible for running the Kelvin Hughes LLC operation - in other words, the Americas side of the business. I'm based in our DC Area office, in Alexandria, Virginia and primarily concerned with developing the market for all of our maritime, security and surveillance products across both North and South America.

**Q. What can you tell me about your background before you joined Kelvin Hughes?**

**A.** I served in the Royal Navy for nine years, initially in engineering and later trained to fly helicopters. When I left the Navy in 1990, I started working in the commercial marine shipping market and had a number of senior management jobs with progressively larger companies before joining Kelvin Hughes in January 1996.

**Q. How would you describe the main Kelvin Hughes strategy in the Americas?**

**A.** We're a sensor supplier. So we're looking to supply our sensors into as many programmes as possible. To achieve this, we support the integration of our equipment into systems produced by a variety of different companies. It could be the really large players like Lockheed

Martin and General Dynamics or smaller businesses with niche applications, for example, bird-strike protection.

**Q. And is business growing?**

**A.** Yes, the level of business is definitely growing in the US which is partly due to the fact that we're focusing a lot more effort and manpower into the US activity but it's also true to say that there are increasing requirements here for radar.

For example, we're seeing new demand for drone detection systems and that's one of the areas we're actively pursuing at the moment. Part of the demand is coming from the law enforcement and security agencies who are concerned about keeping the airspace clear around big public events for either a safety or broadcasting rights reason. At the same time there are companies producing drone systems and looking for a way to monitor what their drones are doing.

**Q. Interesting. What about some of Kelvin Hughes more traditional markets?**

**A.** Well, the USN still represents a very important opportunity for us. There are some large programs in the pipeline, both for new platforms and for old equipment replacement. For a number of years, we have had our radars installed on the US navy technology demonstrator Stiletto. This is a commercially registered



and operated vessel which is used as a demonstration platform for the US Navy. It enables companies to show the benefits of new technologies in as realistic environment as possible without having to jump all the hurdles of demonstrating a new product on an actual warship.

We currently have two of our SharpEye™ radar installed on Stiletto, including the large naval version and the SCV version designed for smaller vessels such as patrol boats. Both radar are supported onboard by our specialist radar display software.

Coastal surveillance is also another of our key areas of success. We have been involved in a programme where the US government provides maritime surveillance systems to overseas countries and our SharpEye™ sensors have been exported to a number of places, including the Philippines, Cameroon and Bahrain.

I know it's not really a traditional area of our business but I mentioned bird-strike protection earlier and that has accounted for the sale of about 100 radars across various infrastructure sites, such as airports and wind farms.

**Q. Do you attend a lot of trade shows to win business?**

**A.** Yes, I've probably attended about 50 since I took on this role. But you have to be selective. Because a lot of them are held annually, rather than every two years as in Europe, you have to make a judgement about how much you're going to achieve if you go to every one every year.

**Q. And are you planning to grow the Kelvin Hughes team in the US?**

**A.** We do need to grow the team in the US. Once we're successful in winning any of the larger Navy programmes, we intend to open additional offices and establish a logistics centre close to one of the main naval base areas.

So watch this space. I'm confident that a lot is going to happen for Kelvin Hughes in the Americas!