



PROFILE

SAM HOPKINS AND SONISTICS

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Sam Hopkins is General Manager of Sonistics, a company that supports submariners by introducing products and services designed to improve survivability in submarines in the event of an accident.



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Sonistics promotes new or updated products and services to NATO and to navies which operate a submarine fleet. Analox – producer of the only available air monitor which meets the current NATO requirements for atmospheric monitoring equipment located in submarines with an escape capability (Stanag 1320) - has worked closely with Sonistics for a number of years.

Sonistics disseminates relevant information to the submarine community using a number of different routes. It coordinates the Submarine Escape, Rescue and Abandonment Systems (SMERAS) directory and organises a number of related conferences. It also partners with several experts to produce technical data and papers on relevant subjects. Additionally Sonistics manufactures a 'sea survival' pack which is designed for submariners, divers, kayakers and anglers.

As General Manager, Sam's main role incorporates public relations and liaison with NATO and industry representatives. Sam says: "The best part of the job is meeting the people we support and promote. Often we are liaising with contacts via email or phone, so it's a real pleasure when we get to actually meet face to face. Working so closely with people in such a specialised field, many who I've first met through work have become good friends."

Analox Sensor Technology was one of the first companies to become a member of SMERAS, and take part in a Sonistics coordinated NATO event. Sonistics promotes Analox's products and services to industry contacts around the world, and representatives from the two companies regularly meet at events, conferences and exhibitions.

On the future of Sonistics, Sam says: "The next stage is to develop the company so that we not only promote the products and services of SMERAS member companies, but become a reseller. We are currently updating our website and creating a dedicated section which will give full details of members' products which we promote. This will be in addition to the sea survival products already available online."

For more information on Sonistics visit www.sonistics.com or contact Sam Hopkins on tel/fax: +44 (0) 1761 30 00 05 or by emailing sam@sonistics.com