

## Extending your senses

At the time of writing, I have been at the helm of Vaisala for two months. My days have been filled with fact-finding meetings and getting to know my new colleagues and customers all over the world. Right now I am sitting in an airplane on my way from Asia to North America.

Speaking of airplanes, they are good observation tools, even when not equipped with dropsondes. Looking out the window you can see how polluted the air is in some parts of the world. Sometimes, when the plane is ascending, you can see how a whole city is encapsulated by polluted air. It feels like a great relief to reach the blue skies above.

Readers of this magazine know that there is a connection between air pollution, climate change and the increased frequency of extreme weather phenomena. I take great pride in working for a company that delivers and develops equipment and solutions that enable us to monitor and better understand this connection. This is crucial for the wellbeing and prosperous future of mankind.

It is amazing to see, now from the inside, how Vaisala combines cutting-edge technology in several fields with

innovation and the highest quality standards to fulfill our demanding customer requests.

I believe this combination is behind Vaisala's success. We are usually seen as a technology company, and that we are. But we also have customers in more than 100 countries, and our application expertise and knowledge of what is state-of-the-art in meteorology and industrial measurement in our chosen fields is second to none.

We are customer-focused and customer-driven. We want to be close to our customers both physically and in understanding their mission critical processes. As an example of this, we have recently strengthened our office network by establishing a representative office in Dubai, United Arab Emirates, and by opening an office in Shenzhen, South China.

Looking out the window of the airplane also reminds me of the limits to what can be observed with human senses. They enable us to make sense of what our everyday life throws at us. But to look further and beyond, we need a little assistance. Vaisala is here to extend your senses. ■

