

Actisense refreshed and ready for 2006

Actisense™, the market-leading brand from Active Research Limited, is being re-launched at the METS 2005 boat show, with a new image and a renewed commitment to their customers.

Actisense™ is synonymous with excellence in smart sensors, underwater acoustics and NMEA interconnection. Drawing on over 15 years of specialist experience in the design of DSP software and hardware, we have developed a wide range of Actisense™ products – NMEA interfaces, depth sounders and cables – that are unique in the marine marketplace in their quality and sophistication.

Our enviable world-wide reputation for supplying smarter marine electronics solutions has been achieved through intelligent design, exacting manufacturing standards and the highest levels of service.

Our innovative design approach, embracing real world echo capture and simulation, has enabled us to hone and perfect our unique depth-sounding algorithm. This now forms the calculating heart of depth sounding devices from many of the world's major international marine electronics brands.

Actisense intelligent sensors and interfaces. Smarter solutions that make more sense.

“The new brand image clearly shows the dynamic nature of the company, and our new message to customers clearly states what we are about and how we are satisfying their demands.” said Phil Whitehurst, Managing Director at Actisense.

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Notes to Editor

Active Research was founded in 1997 to design innovative and reliable marine electronic equipment. We developed the first smart depth sensor, which is now marketed through Airmar Technology Corporation. Active Research has been instrumental in designing products for many marine electronic companies, with many thousands of products on the market showing off the company's design expertise.

The "Actisense" brand name was created in 2001 to help promote the company's growing range of marine interconnection devices and smart sensors. A range of products has now been designed and is being actively marketed with the aim of becoming a leader in the interconnection and sensor market segment.

Active Research has now shipped over 40,000 products, and although relatively unknown at present (as 90% of these products are incorporated into other manufacturers' equipment), Actisense will be releasing a wide range of marine products to the market over the next year, and will be pursuing greater recognition through advertising, press releases and representation at marine trade shows.

Based on the south coast of England in Poole, Active Research Limited has now grown to six employees. Three of these are full time engineers, meaning that the company has a very high investment in R & D, with over 40% of revenues being spent on new product development each year.

Active Research is a member of both the BMF and the NMEA.

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