

PRESS RELEASE

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Actisense get Ozone infusion

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Actisense are please to announce the appointment of Ozone Creative Solutions as their design agency for advertising and marketing.

The selection comes after much deliberation, with Ozone's experience in the marine market coming to bear on the selection. Ozone currently work with Lewmar, and have previously worked with Raymarine on the design of their brochures, a look they still retain today.

With a marketing campaign for 2006 being planned now, the industry can expect to see much of the work of Ozone filtering through the Actisense portfolio over the coming months.

"As a small company, this is extremely exciting. Our growing product range will be much better represented with the fusion of Ozone's design creativity with our product design flair" commented Phil Whitehurst, Managing director.

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Note 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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