

## **PRESS RELEASE**

10<sup>th</sup> July 2006

### **Actisense Celebrates 50,000<sup>th</sup> Product**

Actisense, the market-leading brand from Active Research Ltd, is celebrating the manufacture of its 50,000<sup>th</sup> product, representing an impressive milestone for the six strong team, after just five years of production.

Active Research Ltd, based in Poole, Dorset, was established in January 1997 by managing director, Phil Whitehurst. The Actisense product range has built a worldwide reputation in the specialist field of marine electronics and Active Research Ltd is widely recognised for its supply of state-of-the-art intelligent sensors and interfaces for the leisure marine and industrial market.

Drawing on over 15 years experience in the design of DSP software and hardware, Actisense has developed a wide range of products, unique in the marine marketplace for their quality and sophistication. These include National Marine Electronics Association (NMEA) interfaces, which surpass NMEA specifications, depth sounders, cables and underwater acoustic devices.

Actisense has supplied thousands of NMEA systems and Smart transducers to vessels of all shapes and sizes from all over the world, ranging from high performance sailing yachts to the world famous ocean liner, QE2.

Managing director, Phil Whitehurst, said: "We would like to thank our customers for their support and for continuing to come back to us. It is a great achievement for everyone involved in designing and manufacturing the 50,000 products, which for a company of our modest size, is an even greater milestone. Thanks to all the new products due to be released this year and next, we're confident the next 50,000 products will be reached in an even shorter period next time!"

For more information visit [www.actisense.com](http://www.actisense.com)

**Ends**

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