

Actisense appoints Canadian distributor

Monday, 8 November 2010 - Actisense, the market leading marine electronics brand from Active Research, based in Poole, Dorset are pleased to announce that Northport Systems Inc has been appointed to distribute the full range of Actisense products across Canada.

Established in 1995 in Toronto, Northport Systems manufacture the popular Fugawi range of maritime desktop and mobile software applications, as well as publishing the online chart subscription service X-Traversal.com. The Fugawi products are perfectly aligned with the Actisense range, particularly the Actisense NGT-1 NMEA 2000 PC Interface.

The partnership will see the entire Actisense range of products including NMEA interfaces, OPTO cables, depth sounders and NMEA gateways represented by Northport Systems Inc and sold through their network of dealers and new web-shop.

Robin Martel, President at Northport Systems Inc commented, "The agreement with Active Research to distribute the Actisense range in Canada is a very welcome addition to our product portfolio. We know that the high quality and innovation of the Actisense products will appeal to our large customer base."

Lesley Keets, Marketing and Sales Manager at Active Research added, "We look forward to building a strong relationship with the Northport Systems team to serve the Canadian market through their extensive network of dealers.

"It was important for Actisense to select a distributor with a wide and established presence. Due to bilingual legislation in Canada it was important that our chosen partner could work with us to manage both English and French requirements. We believe that our new partnership will be enhanced by the excellent reputation and expertise that Northport Systems offer.



“Northport are a natural partner for Actisense as their Fugawi software is renowned for its quality in the maritime marketplace. This is an exciting time for Actisense and we are very proud to be working with such a professional team.”

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Notes to Editors

Actisense, the brand from Active Research, is dedicated to supplying the leisure and commercial marine markets with intelligent sensors and interfaces that are unrivalled for their quality, features and reliability.

The “Actisense” brand name was created in 2001 to help promote the company’s growing range of marine interconnection devices and smart sensors.

Based in Poole, Dorset on the south coast of England, Active Research Limited has established an enviable world-wide reputation within the specialist field of marine electronics.

Active Research was started in 1997 by Phil Whitehurst, who as a Chartered Electronics Engineer recognised there was a need within the market place for innovative and reliable marine electronic equipment, both in the UK and worldwide.

Active Research has now shipped over 120,000 products, and has quickly become a well known high quality brand of marine interfacing equipment.

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

Northport Systems Inc was established in 1995, in Toronto, Canada. The company supplies desktop, mobile and Web 2.0-based navigation and mapping software products to over 130 countries under the Fugawi brand name.

For more information about Fugawi please contact +1-416-920-9300 or visit www.actisense.ca

For more information about the Actisense range and Active Research, please contact Katie Mason at AMB Marketing on 02380 613255 or alternatively email katie@ambmarketing.co.uk

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