

19th October 2007

www.actisense.com

Actisense announces exciting distribution venture

Actisense, the leading brand from Active Research Limited, has strengthened its presence in the UK Marine Electronics field by announcing that SM Group Europe Limited (SMG) will be acting as UK distributors for their growing range of marine interfaces.

The partnership will see the entire Actisense range of products including NMEA interfaces, OPTO cables, depth sounders and NMEA gateways represented within the large range of specialist marine electronic equipment in SMG's detailed catalogue.

Operating from Plymouth, Devon SMG is a leading distributor of specialist electronic equipment for the marine and automotive markets.

With an extensive distribution network, the SMG catalogue was an obvious choice for Active Research promoting its Actisense range of marine electronics. SMG's catalogue is circulated throughout the UK, delivered in large numbers to trade shows, marine dealers and boat shows. The venture with SMG will allow the Actisense brand to be at the fingertips of thousands of potential customers.

Most importantly, customers can now place orders for Actisense products directly with SM Group, usually with a same day dispatch. By holding the entire Actisense product range in stock, this will provide a quick and efficient service to the customer.

Alex Longworth, Technical Manager at SMG said, "We see the Actisense range as another very useful addition to our catalogue. Selected Actisense products offer a ready made solution to the many navigational packages of equipment we are supplying to our trade customers who are installing integrated systems for their customers."

With the addition of SMG, Active Research is bringing another recognised company onboard the expanding list of Actisense representatives which is quickly gaining national momentum.



Phil Whitehurst, Managing Director, Active Research explains, "We are very pleased with the new partnership; it is a great step forward in our UK distribution structure. Many of our customers are specifying Actisense equipment to work with their navigation system, and now they can buy our product range alongside the rest of the installation, simplifying the buying process, and guaranteeing the equipment is compatible and will work well together."

Ends

Words: 341

For more information about Actisense visit www.actisense.com

Media enquiries to: Madeleine Shannon on 07837 922749 or mads@ambmarketing.co.uk

For further information please contact: Phil Whitehurst, Managing Director on +44 (0)1202 746682

or sales@actisense.com. Background on Active Research Limited and Actisense follows overleaf...



Notes to Editor

Active Research, Dorset, UK, 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 60,000 products, and is fast becoming a well known high quality brand of marine interfacing equipment, Actisense will continue to release 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 employs three full time engineers, giving 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.

-END-

