

Press release issued: February 2012



Word count: 444

Active Research technology migrates to land-based application

- Leisure marine industry leaders expand from Water to Wheels

Actisense, the market leading marine electronics brand from Active Research Ltd, has been selected to provide a solution for buffering GPS signals on a fleet of buses in New South Wales, Australia - a unique departure from the leisure-marine experts into land-based solutions.

The New South Wales State Transit Authority (STA) required a solution that would enable them to constantly determine the location of their vehicles at any time. Fortunately, the Actisense NBF-2 NMEA buffer has already served as a first choice device for installers within the marine industry, so the device offered a perfect solution for amplifying the GPS data on-board buses.

Once installed, the Actisense buffer will receive GPS data and distribute the information to a number of sub-systems that require the positioning information. As the NBF-2 is the only cost effective solution that can provide isolated data to six outputs, the GPS data can be sent to update passenger information sources, e-ticketing units and also the control station for the fleet.

The New South Wales STA aimed to improve transport services and deliver real time passenger information and the system they have selected from Actisense provides visibility of the vehicles as well as keeping passengers up-to-date with the latest information through on-bus displays, street displays and real-time prediction of bus arrivals. Transit operation management receives information to effectively manage the performance of the vehicles against schedules and control the fleet of buses.

Following the initial order of 2000 units in 2009, the STA have, via their various integrators, ordered close to another 3000 units in recent months, and plan to eventually supply the units from Actisense to all the private bus operators in Sydney. The move into this new vertical market could potentially become a highly lucrative one.

Phil Whitehurst, Managing Director, Active Research said, "We are extremely pleased to have won the contract with New South Wales STA. Our whole team has been delighted

to see the NBF-2 Buffer 'make it to dry land' in Australia! This new contract is a strategic move into a completely new sector which allows us to diversify our product offering."

He continued: "We are delighted that the initial 2,000 units provided to the Transit Authority were so well received, and that subsequent orders have been forthcoming. We now look forward to building on existing relationships to engage with and benefit other transport based businesses. It's a pleasure to know that our products are keeping passengers up to date with accurate bus arrival information."

For more information about Actisense, visit www.actisense.com and follow them on Twitter and Facebook.

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If you would like to find out more or would like to interview Phil Whitehurst, please contact Darren Northeast of Darren Northeast PR (working on behalf of Active Research Ltd) on 01202 676762 or pr@darrennortheast.co.uk.