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Actisense Announces New French Distributor

Actisense, the leading marine electronics brand from Active Research is pleased to announce that Icom France has been appointed to distribute the full range of Actisense products across France from their Headquarters in Toulouse, South West France.

Established in 1976, Icom France is a subsidiary of Icom Inc, and are specialists in the field of radio communications. Icom is a leader of marine radio communication system manufacture, sales, installation, consultation and training.

The partnership will see the entire Actisense range of products including NMEA interfaces, OPTO cables, depth sounders and NMEA gateways represented within the Icom range of specialist electronic equipment.

As part of this agreement, for the first time, Actisense products were displayed at the annual Paris Boat Show 'Salon Nautique', on the 1 - 9 December 2007 at Paris Expo, Porte de Versailles. The Icom stand exhibited the newest of the Actisense product range, including the NDC-4 NMEA Data Multiplexer, the NBF-2 NMEA Buffer and the new OPTO-3 NMEA to RS232 OPTO-Isolator.

David Lewin, General Manager at Icom France said, "Here at Icom France, we are very proud to have established a partnership with Actisense for the distribution of its products within the French market.

"We are convinced that the high quality and technical specifications of the various Actisense interfaces will meet perfectly the needs of our customers. Moreover, the Actisense range of products reflects and complements the quality image that Icom France has been developing for more than 30 years.'

Phil Whitehurst, Managing Director of Active Research added, "France is a very important market for our products, and such strong local support will be vital to the success of Actisense products in France.



Press Release

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"I look forward to building a strong brand presence within the French market, and our new partnership will provide us with the excellent reputation and expertise of Icom.

"This agreement comes at a very important time in the development of our business. Actisense products were shown at METS 2007 in Amsterdam at the end of last year, and with a record number of visitors to our stand we expect a very busy year with the potential for more overseas distributors in the coming months".

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Words: 369

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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 80,000 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.

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