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Actisense makes smarter connections to increase sales and expand in the Global Marketplace

Actisense, the market leading marine electronics brand from Active Research Limited, based in Poole, in the UK has had a busy and exciting year with sales up 27% and opportunities to expand into new regions and markets.

Highlights over the last six months include Actisense producing a bespoke solution for distributing GPS signals on a fleet of over 600 buses in New South Wales, Australia. The transition from water to wheels has been a great success, with over 2,000 units ordered so far, the Actisense team is confident that this is just the start of diversification into other transportation fields.

Actisense is also delighted to have moved into Romanian markets and is represented by Navtron SRL. With such a depth of knowledge in the leisure and commercial markets, the Actisense brand is a perfect fit with the products and services Navtron offers in the region.

In addition, Actisense have also introduced a range of new products for 2009, including the NGW-1 NMEA 2000 Gateway. The NGW-1 makes it possible to convert between NMEA 0183 and NMEA 2000. Actisense is delighted that 100 units have been sold while the product is still in beta testing and a further 200 units are already on order.

The NGW-1 will be demonstrated at the Actisense stand at METS 2009, along with the new NGT-1 NMEA 2000 PC Interface and a range of NMEA 2000 connectors & cable.

Phil Whitehurst, Managing Director, Active Research said, "Achieving the order from one of Australia's largest transport companies has been fantastic and we anticipate more interest from other transportation businesses. This has been just one highlight in a busy and exciting time for us. The much anticipated release of the NGW-1 next month means we have a lot to look forward to."

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Notes to Editor

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 110,000 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.

For more information about Actisense range and Active Research, please contact Freya Stangroom at AMB Marketing on 02380 613255 or alternatively email freya@ambmarketing.co.uk.

