

## Milestone celebrations for Active Research!

Actisense, the market leading marine electronics brand from Active Research Limited is celebrating the manufacture of its 100,000th product.

Actisense have built an enviable world-wide reputation for supplying smarter marine electronic solutions including NMEA interfaces (multiplexers, buffers and gateways), depth sounders and cables. All Actisense products are unique in the marine marketplace for their high quality and sophistication.

Having taken just five years to reach the 50,000th product milestone back in July 2006, the Actisense team has now reached the manufacture of the 100,000th product just over two years later. The growth in demand for the product range reflects how the reputation of the Actisense brand has spread throughout the marine industry.

With unique features including Opto-Isolated inputs and ISO-Drive outputs, Actisense products are designed for use with all NMEA 0183 input and output types. Reliable and strong, all products surpass the NMEA 0183 specifications and provide the best solutions with today's technology.

As NMEA 2000 progressively becomes the standard serial data communications network to interconnect marine electronic equipment on vessels, the Actisense team is now focusing on introducing further versatile NMEA 2000 products to their range both for today's market and the future.

Phil Whitehurst, Managing Director, Active Research said, "Reaching our 100,000th product is a superb milestone for us as a small company, and reflects the hard work that is put in by our skilled and dedicated team of employees. With new product introductions and increasing workforce, I am confident that we will be reaching the next milestone even quicker!"

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## 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 90,000 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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