

Press Release Issued: September 2018

Word Count: 291

Marine Electronics Specialists Develop New Series of Product 'Focus' Videos

- *Reaching out to a worldwide audience, the award-winning NMEA specialists at Actisense in Poole have developed a new series of insightful product focus and advice videos.*

Actisense has developed a new series of promotional videos focusing on their latest and most innovative range of marine electronic products. Featuring Actisense Technical Support Engineer & Training Coordinator, Owen Vachell, the videos include product insights, installation advice and tips on utilising their full range of sophisticated features.

Aimed at the leisure and commercial marine electronics markets, the promotional videos introduce Actisense's products, which have become unrivalled internationally for their quality, features and reliability. Helping to engage new and existing customers around the world, the videos represent an easily accessible online resource for both product users and installers. They were developed following feedback and to answer frequent questions submitted to Actisense's technical support team.

Well suited to the online technical support ambassador role, Owen Vachell currently runs dedicated NMEA 2000 training courses within the custom-built training centre at the Actisense HQ in Poole. He is the only person outside of the America's to hold the Advanced NMEA 2000 Installers certificate.

Owen, said:

"We are really pleased with our new series of promotional videos. They allow us to visually introduce our products, answer common queries and spread awareness for our brand. It's an exciting development for Actisense as we seek to engage new audiences and markets around the world."

Over the years, Actisense products have received numerous awards, including the prestigious NMEA Product of Excellence Award for three consecutive years. The new product videos will be featured on the Actisense website and shared over their social media pages.

For more information about Actisense, visit: www.actisense.com

- **ENDS** -

To interview **Phil Whitehurst** or to find out more please contact Darren Northeast of Darren Northeast PR (working on behalf of Actisense) on 01202 676762 or pr@darrennortheast.co.uk

Editors Notes:

Active Research Ltd was formed and established by Phil Whitehurst, a Chartered Electronics Engineer, in 1997. Creating intelligent marine electronic products under the Actisense brand, they have built up an excellent reputation for quality and reliability. They now work with 70 distributors in 45 countries from Norway to New Zealand, Canada to Korea and all of mainland Europe.