

wireless innovation

TRISENT COMMUNICATIONS LTD

One of Scotland's newest technology companies, Trisent, is making a name for itself in the growing location-based mobile services market.

Gordon Povey, former managing director of Elektrobit UK, the Finnish owned wireless communications company, launched Trisent in October 2004. Gordon and a team from Elektrobit UK completed a management buy-out and are now undertaking detailed development work on Trisent's pioneering, patented technology to bring new mobile services to the market place.

Trisent's innovative technology addresses a gap in the market, delivering accurate and cost effective, real-time mobile location aware systems. The fledgling company is currently expanding its engineering and marketing staff and will launch its first service in November 2005.



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How has the company developed since its launch?

Gordon: "While working at Elektrobot, we began looking at ideas to improve location-based mobile services using modern mobile phones. I asked our parent company for funding to develop the concept further, but it did not fit with Elektrobot's core interests. I believed we had come up with great technology, so we decided to take it forward ourselves. We conducted a management buy-out and developed solid business and marketing plans."

"To prove that our technology was viable we developed a prototype technology demonstrator. This helped us to interest potential investors. In April 2005 Sigma Technology Management Ltd invested £300,000 in Trisent to enable us to bring our first services to market. Currently we are successfully running a pilot project tracking 6 vehicles and are on track to have a full commercial system available in November 2005."

What is so different about Trisent's technology?

Gordon: "We spotted a gap in the market for low cost continuous tracking of mobile phones without using GPS equipment. Our location aware systems are able to do some clever things such as send a message to a company's customer to inform them that the delivery truck will be arriving in a few minutes. We use a variety of technologies including GPRS, the Internet and SMS in order to deliver our advanced location aware systems. Technology is evolving fast and we could not have created such systems just a couple of years ago."

"The system will initially be used for fleet and work management. At the moment companies can use network based location services, but these are not very accurate and can be costly. To get more accurate tracking systems requires the installation of GPS and that is very expensive. We are supplying a cost effective system that sits between these two technologies."

How has Wireless Innovation helped your company's development?

Gordon: "We have benefited from Wireless Innovation in a number of ways. We received excellent advice and guidance while we were developing our business plan. Wireless Innovation provided valuable market intelligence. They researched a number of expensive reports, which we could not have afforded to buy, and supplied us with the relevant information. They saved us money and also did some of our work by going through the reports selecting relevant data for us. We have also recently used some of the services offered by their Test Laboratory which has helped us test our pilot service."

What are your ambitions for the future development of Trisent?

Gordon: "In the short term we will be offering our technology as a service to fill the gap in the market which currently exists. Our main customers are providers of mobile location systems for businesses. We enable our customers to greatly enhance their service offering in a more profitable way."

"In the longer term, we are looking at other services such as location aware delivery of rich mobile content. In the future, we believe the Business to Consumer market will offer considerable opportunities. That market is not yet mature enough, but we aim to develop our technology portfolio to ensure we can exploit the opportunities as they emerge."

How can Wireless Innovation help you achieve these goals?

Gordon: "I am sure our relationship with Wireless Innovation will continue to develop as the company grows. The initiative's input has been very useful so far and I think that we will keep accessing its expertise and knowledge. Market research, for example will remain an important facility for us, not just something that we require for the business plan. Markets are constantly evolving and we need to keep abreast of these developments. Wireless Innovation can help us keep up to date."

"The Test Laboratory is another useful resource which we will undoubtedly use again. We must continually test our evolving technology with different phone platforms and across all network providers so it will be valuable to use the test lab for this research. That would save us the obvious expense of acquiring all the phones ourselves."

What is your perception of the wireless sector in Scotland currently?

Gordon: "I have been encouraged to see the number of innovative and creative companies working in the wireless sector in Scotland. These are generally small business with good ideas but I have not yet seen many of them make a significant impact on the market. However, I have been pleased to see a willingness to work together, which is very heartening for the future of the sector."

Where are the future opportunities for growth in the sector?

Gordon: "The best opportunities for us lie in creating IP and international markets provide us with opportunities for licensing. Meanwhile, large consumer markets look attractive to us for the longer term and we will be working to ensure we capture a slice of these market as they mature."

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TRISENT COMMUNICATIONS LTD., DUNFERMLINE BUSINESS CENTRE,
IZATT AVENUE, DUNFERMLINE, KY11 3BZ, SCOTLAND, UK
TEL: +44 (0)1383 724444 FAX: +44 (0)1383 720002
WWW.TRISENT.COM

