

CMA Member Profile: EDAC Electronics Limited

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When EDAC Electronics' auto-diallers and wireless solutions are placed on a table, the initial impression is how small they are in size. However, the key to EDAC's products is not their physical appearance but rather the amount of data they transmit in a specific format for ease of use. Business Development Manager, Henry Bettle compares his company's systems to an intel computer chip-relatively small compared to overall system, often unseen yet so important if the correct data is to be transmitted from the source to the correct recipient. "Data integration" is how Mr. Bettle describes the role his company performs. "we send data to people who need to be informed."

Edac Electronics was founded in 1992 and specializes in the development and supply of remote data monitoring and control systems. The company's niche market has traditionally been the agricultural sector and although this remains a key component of EDAC's business, the company has moved into other sectors. Recent projects include the development of a remote lighting control system and supplying a major component for the track and trace of farm vehicles to calculate where fertiliser has been applied and the amount used per acre.

As EDAC's markets expand, so too does the ongoing development of its product range. Three years ago the company embarked upon developing its wireless systems to operate on Telecom (CDMA) and Vodafone (GSM) networks.

This offers EDAC the advantage of its products not being network dependent. Mr. Bettle says that through being CDMA and GSM capable, the company has been able to build a strong export base alongside its domestic market, especially in Europe, which operates predominately on GSM networks.

"The key for us is that we have a robust platform in place from which to work off." Says Mr. Bettle when discussing the development of the company's products. "It's about moving forward and constantly changing and adapting to meet customers needs and our primary platform is expandable to accommodate advances in technology. We can now send data from the source, for example, an irrigation system, to any location and to a client's telephone, mobile, desktop or hand-held computer anywhere in the world. The advantage this has is that the data the client receives is constantly being updated and that data can be tracked as well."

Technology is ever advancing and EDAC is keeping pace with the changes. As Mr. Bettle says the company "has done away with the phone cord" and moved to designing products for wireless convergence.