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'Meta-company' relaunched nationwide

Four technology companies plan big things for the CAPPRO brand

BRISBANE, QLD – 26 July 2010 –

In the early part of 2010, four companies met in the Australian Technology Park in Sydney and agreed to form something rare in Australia; a collaborative company for creating electronic products.

“The common perception now is that every technology product comes from overseas, and increasingly, China”, says Mike Gamble, Atamo's business development manager. The truth is, manufacturing technology allows most of the process to be economically done here in Australia, and there are many reasons why this is advantageous. “Over the past few years we have inherited a number of 'project rescues’”, continued Mike, “where too much of the design went overseas and the client lost control. Many businesses are recognising they can get their product ideas to market sooner, reduce travel and supervision costs and avoid costly reworking of designs by using Australian engineers and manufacturers in the first place.”

CAPPRO was originally formed in 2004 with a variety of companies, from lawyers to materials specialists, and over the next few years landed contracts, notably with Rio Tinto. But the spread of disciplines also caused the group to lack focus. The new CAPPRO includes two of the original members, manufacturers HE Tech and Intellidesign, both from Brisbane, but now rounds out ownership with electronic designers LX Innovations from Sydney and Perth-based Atamo.

“The concept of potential competitors working together in technology seems to be rare in Australia.”, says Mark Steiner, managing director of HE Tech. “It is much more prevalent in Europe. The companies that now make up CAPPRO recognise that a critical mass of resources is needed to land the larger projects.”

The companies are looking at targetting the growing 'smart meter' space, with the right mix of manufacturing many intelligent sensors in a wireless network. LX and Atamo are both helping HE Tech's subsidiary Techome with its push in home automation using the ZigBee protocol.

LX founder Simon Blyth says “Smart meters allow us to use all of our skills, from complex central processing, through communication networks, to intelligent low-power sensor devices. But a look at our combined portfolio shows we can deliver a wide range of embedded products.”

The portfolio is impressive. LX has applied the new tiny technologies to telemedicine and sports science, including a 3-D holographic user interface and an ultrasonic guidance system for the visually impaired. Intellidesign has created an aspiration pump for the Cook Group, the largest privately owned medical devices company in the US. Atamo is known for communications and telecommunications products, including rugged gear for the security and resource sectors, and HE Tech supplies remote controlled gear to residential and commercial buildings. All companies have process control applications on their books.





CAPPRO is currently working on getting the word out that there is a regional player that can provide medium-to-large corporations with industrial devices to exactly suit their requirements.

About HE Tech Electronics Design and Manufacture

HETECH is an established Electronics Design and Manufacturing company in Brisbane, Australia that has provided concept to delivery “Turn-Key” products for almost 20 years. For more information about HE Tech, see www.hetech.com.au.

About Intellidesign

Intellidesign has been in the electronics design and manufacture industry for over 15 years, and has established a reputation for quality custom products in a wide range of industries. With customers like Rio Tinto Aluminium, Cook Medical and Queensland Transport, they develop electronic devices for use in a wide range of applications and environments, from hospitals to aluminium smelters to emergency vehicles. Intellidesign won the Australian Design Award for its STANDpoint precision guidance product. See www.intellidesign.com.au for the company's portfolio and services.

About LX Innovations

LX Innovations is an innovative contract electronics design company specialising in the design of embedded systems and wireless technologies. LX's client base includes Cochelar, ResMed and the RTA, and has designed products for a wide range of industries. LX has won a series of awards including the EDN Innovation Award for Best Overall Project. Please visit the LX Innovations website at www.lx-innovations.com.au.

About Atamo Electronic Product Design

Atamo's management team has together created and sold electronic-based products to global markets for twenty years. The group was part of the core design team at QPSX Communications Limited and Jtec Pty Limited for high-speed broadband. As Atamo the company creates rugged communication products for sports electronics, the resource industries, and police and security applications. For more information on Atamo, see www.atamo.com.au.

Through its network of specialist designers and engineers, CAPPRO provides product realisation outsourcing services across the Asia-Pacific region. CAPPRO members work together as a seamless team, drawing on a wide range of capabilities to deliver the services you require through a single entry point. More information is available at www.cappro.com.au.

