



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Relegen showcases asset intelligence technology in new full HD video

'What is asset intelligence?' now showing on the assetDNA YouTube channel

SYDNEY, AUSTRALIA – 21 JANUARY, 2014 – [Relegen](#), a leading supplier of people and technology solutions to Defence, maritime, law enforcement, mining and asset-intensive industries, has begun showcasing its asset intelligence technology online in a newly-released [YouTube](#) video.

The new full HD video is titled 'What is asset intelligence?' and is the first in a series of short videos to be released over the coming months that will introduce the capabilities of its proprietary technology solution – assetDNA.

In this video, the company explains how asset intelligence technology enables organisations to gain a complete, accurate and true picture of their business capabilities so they can make better business decisions using high-quality asset data they can trust. Future videos will demonstrate the assetDNA software and mobile applications and showcase industry applications in Defence, government and asset-intensive organisations.

Relegen has also recently published an asset management industry whitepaper on a similar topic titled '[Asset intelligence: What it is and why it is critical now](#)' which is available as a free registered download from www.assetDNA.com.

The 'What is asset intelligence?' introductory video is free to watch and runs for approximately 3 minutes. It is ideal for executives and managers seeking an understanding of asset intelligence technology and how it works to improve the quality of asset data in existing enterprise applications with real-world insights from the field. It is available for immediate viewing on both the [assetDNA](#) and [Relegen](#) YouTube channels.

About assetDNA®

Developed by practicing engineers in mission-critical environments, assetDNA is a complete asset intelligence technology solution that helps organisations improve their approach to enterprise asset management. assetDNA integrates easy-to-use software, hand-held mobile applications, smart asset IDs [Barcodes, HF & UHF RFIDs, covert security microdots, direct part marking], commercial-off-the-shelf hardware and Relegen professional services. It's easy to integrate with corporate systems – EAMs, ERPs, CMMS's – as well as touch-screens, SCADA and geospatial systems and more. Asset intelligence deployments range from the issue and receipt of armoury and PPE, automated workflows for asset inspections and certification, through to sophisticated systems for managing asset-intensive operations in defence, mining and more. Implementation can be as simple as the new out-of-the-box [assetDNA Pilot Kit](#) or a fully-customised system finely tuned to business needs. For more information, visit www.assetDNA.com.

About Relegen Pty Ltd

Relegen has a proven track record of supplying people and technology to the Australian Defence Force for 13+ years. Today, our professional, technical and engineering expertise is also leveraged by clients operating in asset intensive industries including mining, maritime, government, utilities and more. We are an accredited Major Service Provider on the Defence Materiel Organisation Support Services Panel, ISO 9001 certified and a preferred supplier to top tier

firms. Relegen has built a reputation for delivering professional services and innovative technology solutions to some of the toughest engineering challenges across defence, mining and more and was recently recognised by Rio Tinto's 'Top Ten Supplier Recognition Program' two years in a row. For more information, visit www.relegen.com.

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