



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Relegen's 'assetDNA Pilot Kit' a finalist in the inaugural Pacific 2013 Maritime Australia Limited Industry Innovation Awards

SYDNEY, AUSTRALIA – 1 OCTOBER, 2013 – [Relegen](#), a leading supplier of people and asset intelligence technology solutions to Defence, maritime, law enforcement, mining and asset-intensive industries, today announced that its [assetDNA Pilot Kit](#) product is a finalist in the inaugural Pacific 2013 Maritime Australia Limited Industry Innovation Awards in the Civil Industry SME Innovation category.

A total of 18 Australian civil and defence industry innovators have been shortlisted in five categories, with winners to be announced at the Pacific 2013 International Maritime Exposition, which runs from 7-9 October and forms an integral part of the Royal Australian Navy's 100th Anniversary celebrations. These national awards recognise Australian organisations at the forefront of naval and commercial maritime innovation.

"Australians have a special relationship with the sea, and we've shortlisted 18 companies and individuals from every State in Australia who epitomise this rapport across all areas of maritime activity," says Mr Ian Honnery, Maritime Australia Limited CEO. "Innovation isn't just about having good ideas – it's about putting good ideas to use. Our Australian maritime innovators have set out to be game-changers in the global markets they're tackling."

Relegen's assetDNA Pilot Kit is unique in the asset management industry. Developed by Relegen engineers, it offers the same cutting-edge technology used by the Royal Australian Navy and the Australian Customs and Border Protection Service in an off-the-shelf and easy-to-use configuration which can be readily adopted by any industry including the Maritime sector.

The assetDNA Pilot Kit overcomes the challenges of traditional software deployments by providing a faster, easier and reduced risk path to implementation – at a lower total cost of ownership. In this sense, it removes the barriers to entry for any organisations seeking to improve asset management by providing access to the advanced capabilities of asset intelligence technology.

"We are honoured to be selected as a finalist in the Pacific 2013 Maritime Australia Limited Industry Innovation Awards alongside a number of other ground-breaking Australian companies," said Paul Bennett, Relegen's Managing Director. "This selection is a great endorsement for our innovative [assetDNA](#) technology and go-to-market strategy and it is very motivating for the Relegen team. We are looking forward to the opportunity to take our Australian-developed innovation around the globe."

The Awards will be presented by the Chairman of Maritime Australia Limited, VADM Chris Ritchie AO, RANR at 4.30pm on Tuesday 8 October in the Hall 6 Innovation Café. The 2013 Pacific International Maritime Exposition will be held at the Sydney Convention and Exhibition Centre, Darling Harbour from the 7 – 9 October, 2103.

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.

About Relegen Pty Ltd

Relegen has a proven track record of supplying people and technology to the Australian Defence Force for 12+ 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, please visit www.relegen.com and www.assetDNA.com.

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