



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Relegen showcases ready-to-use assetDNA mobile EAM apps in new video

SYDNEY, AUSTRALIA – 24 JULY, 2014 – [Relegen](#), a leading supplier of people and technology solutions to Defence, maritime, law enforcement, mining and asset-intensive industries, has created a new demonstration video, and released it [online](#), showcasing assetDNA's mobile apps which are a fully-integrated component of Relegen's asset intelligence solution, [assetDNA](#).

assetDNA is unique in its ability to integrate enterprise asset data with real-time operational insights and improve both operational and strategic decision-making. It does this by using tags on assets and inputs collected by devices such as PDAs, tablets, touch screens, SCADA systems, fixed RFID readers, weighbridges – and today even smart phones. Organisations can then use this real-world asset intelligence to gain deeper insights into their business, sense and react more rapidly, and extend their competitive advantage.

assetDNA's mobile apps, which are a fully-integrated component of the assetDNA software and hardware solution, help organisations to collect field operational data and share asset information across the enterprise. The application runs on a wide range of devices and works seamlessly with asset tags from leading manufacturers such as barcodes, HF and UHF RFIDs, direct part marks – as well as Relegen's own global unique asset IDs.

assetDNA mobile software features an intuitive, icon-driven interface which makes it easy for organisations to identify, track and manage assets in-the-field. It includes processes for issue, receipt [asset check-in/check-out], transfer, stocktake, audit, asset inspections, job or work orders and more. Processes can also incorporate an electronic risk assessment, such as a 'Take 5', at the start of any field operation. Photos can also be accessed, or taken, and GPS coordinates recorded on-the-go. These features, and more, are all highlighted in the new video, as well as a demonstration of the assetDNA mobile physical asset audit process.

The assetDNA mobile video clip is free to watch and runs for just under 5 minutes. It is ideal for organisations exploring mobile enterprise asset management [Mobile EAM] for improving the productivity of field operations, and, more importantly, the quality of information in corporate information systems for better decision-making. It is available for immediate viewing on the [assetDNA website](#), as well as 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 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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