

Times-7 making waves in Hutt City

Times-7 is a passionate kiwi business and leading innovator in the radio frequency identification (RFID) space. Major innovations from Times-7 in the ability to track and trace objects using radio waves - is already changing the way businesses and sports clubs operate.

Established in 2006 in Hutt City, Times-7 brings together an experienced team with complementary skills and a culture of dedication to creating an exceptional business.

"To be successful you have to devise a unique solution, one with clear competitive advantage, into a niche market and that's what we do at Times-7," says CEO Antony Dixon. "We are innovators and work hard to create the best RFID solutions for targeted industries."

There are currently eight employees in the Hutt City office who work in unison with a slightly smaller office in the Hawke's Bay.

"Being located in Hutt City on the Industrial Research Limited (IRL) campus has been really valuable for us. We have had access to state-of-the-art equipment in an environment where innovation and development are key drivers to success," says Dixon.

Times-7 offers a range of products and services, from leading-edge research and development of new RFID products and offerings to implementation, consulting and RFID system optimisation.

Separated into two divisions, Sports and Industry, Times-7 has focussed on completing its sport event timing product, WheelTime, and is currently developing an airport baggage handling reader station.

Under the Times-7 Sport brand, the company has taken the best RFID timing technologies available and integrated these with Sportscore, a state-of-the-art

event management software system to create WheelTime, an affordable event timing solution for clubs and events of all sizes.

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WheelTime was used at the Wattyl Lake Taupo Challenge in November last year to record accurate race times for competitors. With 11,000 participants, the Wattyl Lake Taupo Cycle Challenge is the country's biggest cycle event.

"We are developing a strategic partnership with US-based Intermec to develop our industrial solutions further" says Dixon. "Intermec, who also develop RFID products, see RFID as a key growth engine for their business. With a collaborative approach to product development and an established global presence, the company is a good fit for Times-7 ambitions."

With plans to develop the airport baggage reader station and expand further into wider industrial opportunities, it appears Times-7 is set to conquer the world in RFID solutions.

"We are planning to expand into Asia Pacific and the United States, off the back of baggage handling reader station trials in progress at 3 major European Airports and in Australia," explains Dixon. "We have also been named a finalist for the Wellington Gold Awards in the Discovering Gold Category so we are looking forward to the final announcement in May. We are very excited about the future."



Antony Dixon, CEO

For more information visit www.times-7.com