



The Place To Be

Media release

From the Minister for Industry and Trade

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VICTORIAN COMPANY IN SHANGHAI WORLD EXPO COUP

More than 70 million visitors to the world's largest ever international exposition, Shanghai World Expo 2010, will pass through high tech security systems designed and built by Victorian technology company Sprocket technologies, Industry and Trade Minister Jacinta Allan announced today.

In a major export coup for Victoria, Sprocket Technologies has secured a \$1.3 million contract to supply security systems for all 70 pedestrian entry gates and 15 VIP entries at the Shanghai World Expo, which runs for six months from May to October.

Demonstrating the technology first-hand today at Sprocket's St Kilda headquarters, Ms Allan said the win was testament to the success of the Victorian Government's Trade Fairs and Missions program, and the Victorian Government seeded Australian Urban Systems (AUS) initiative.

"This significant export win for Sprocket further cements Victoria's standing as the centre of the Australian ICT industry, and is a prime example of the Victorian Government working with business to drive export growth and secure jobs for Victorians," Ms Allan said.

"Sprocket is a member of the AUS Cluster and has been an active participant in the Victorian Government's Trade Fairs and Missions program since 2005, and as a direct result, has realised great success in export markets - including this win.

"An estimated 70 million people will pass through these entry gates during the six months of the Shanghai World Expo, providing yet another springboard for Sprocket in its pursuit of opportunities around the 2014 Soccer World Cup and Rio de Janeiro 2016 Olympics."

Ms Allan also announced the trial of a Sprocket kiosk system at the prestigious Dragon Hotel, Hangzhou, to be rolled out across China through a major hotel chain at an estimated value of \$3 million, as well as development of a simplified solution for China's largest budget motel chain - spanning 530 motels - worth over \$7 million.

Sprocket is also currently in negotiation with a new electronics retail chain for provision of 10,000 kiosks that will reap in excess of \$20 million.

"These contracts are terrific achievements for the company, and will provide major boosts to the Victorian economy," Ms Allan said.

The AUS cluster was formed in partnership with the private sector in 2005 to strategically target a fast growing share of the \$500 billion annual market in China, India and the Middle East for sustainable urban professional and technical services.

"By combining their strengths and capabilities, AUS members are now working on over \$25 billion worth of urban projects in the Middle East and China, including the Eco-AgriCity project in Jiangsu Province, China - a new agricultural city with a Technology Park spanning almost 6,700 hectares," Ms Allan said.

In 2000, China embarked on a 50 year, \$200 billion per annum urbanisation program that will see more than 50 percent of its population move from rural areas to cities.

Sprocket Technologies is one of 30 companies joining the Victorian Government led Sustainable Urban Development Capability Mission to the 2010 Shanghai World Expo, from 15 to 30 May.

Sprocket's solutions for major events and organisations have included outdoor information iHubs for the Melbourne 2006 Commonwealth Games, portable touch screen information kiosks for the 2008 Australian Open, interactive swipe card enabled entry kiosks for the Australian Grand Prix and large format kiosks for the Australian Defence Force recruitment program.