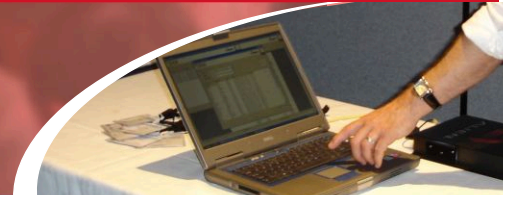


Member News...



Chamber Members work together for Success

Two world-beating systems for tracking people and assets have been developed by a Rotherham-based company. Their potential is massive - from reducing companies' costs to saving people's lives.

Merlin 360, based at Dinnington and sister company **SIS** (Specialist IT Services) - both Chamber Members - are already attracting interest ranging from the US government to care homes and sports stadiums. Since 2002, its turnover has rocketed by 300 per cent and it expects to increase its six-strong workforce to more than 100 within the next three years.

One system uses an ultrasound device, smaller than a credit card, which can be worn by people in, for instance, a large hospital, company or sports stadium. The device sends out a "chirp" - an ultrasound signal - which is picked up by ceiling-based receptors to track movements. In the event of an emergency such as a fire at a stadium, stewards and firefighters can be easily located on a screen and directed to the disaster point.

In a hospital or care home, if a specialist nurse is desperately needed at a critical situation, or an Alzheimer sufferer has gone missing, the tracking system tells operators where the person is. If valuable,



possibly life-saving, equipment is moved from its base or normal location, the same applies.

"Merlin 360 would like to thank Rotherham Chamber for the support and encouragement shown towards our business. It is always difficult breaking into new markets with new products," said Director, **Russell Conway**. "Being a member of such a pro-active Chamber is paying dividends for us and the networking opportunities being taken by our Business Manager **David Thomas**, are proving invaluable. We look forward to a long and fruitful relationship with Rotherham Chamber as our business grows."

For companies, the system could mean a dramatic cut in losses from theft and in costs involved in stock management and control. For local authorities, the system can pinpoint everything from how much waste is being recycled to exactly where on a shelf a library book is located.

Merlin 360 is also working with Radio Frequency Identification (RFID) systems. This involves small electronic tags, which are attached to items in order to track and trace movement and location.

SIS was formed in 2000, becoming Merlin 360 in 2002. Together, they represent an investment of £700,000. The vision behind these companies was brought to reality thanks to support from a number of agencies, including **Rotherham Investment & Development Office** - the council's regeneration arm - **the South Yorkshire Investment Fund**, **Invest for Growth** and the **South Yorkshire International Trade Centre**.

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