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Ocular Robotics has China in its sights with award-winning *RobotEye*

Ocular Robotics is set to bring its award-winning *RobotEye* technology to China after joining the NSW Business Chamber's new **Export Growth China** program, which helps small and medium-sized Australian businesses break into the Chinese export market.

Based in Kingsgrove, Ocular Robotics is a world leader in ultra-high performance industrial sensing. The company's patented *RobotEye* technology has eliminated the size, weight and power restrictions of traditional sensor pointing systems.

The *RobotEye* platform technology can be configured for an almost limitless number of industrial sensing and imaging applications in the air, on land and at sea. From aerospace and defence to mining, security, agriculture, virtual reality, transport and emergency services, the *RobotEye*'s unmatched speed and accuracy is revolutionising sensing.

"China with a population of over 1.3 billion presents significant opportunities to expand our business by introducing our off-the-shelf product range, *RobotEye* system customisation and full custom system development services to the world's fastest growing consumer market.

"Ocular Robotics operates across a range of robust, high growth markets such as mining, robotics, defence, automation and security, and we operate with a scalable business model capable of capturing overseas markets," said Ocular Robotics Founder and Chief Executive, Mark Bishop.

"We joined the NSW Business Chamber's **Export Growth China** program because it takes the stress out of entering a new export market and allows us to introduce our *RobotEye* sensor pointing technology to customers, OEM integrators and distributors, without the associated risk and costs," said Mr Bishop.

Dr Ramin Rafiei, Ocular Robotics' Commercial Director, is excited by this partnership. "The NSW Business Chamber will no doubt give Ocular Robotics the recognition it deserves in the Chinese Market.

"The *RobotEye* is an Australian high-tech export and China is central to our growth strategy. The *RobotEye* achieves a 30-fold performance improvement over existing point or scan sensing technologies and by doing so can bring unmatched performance, versatility and intelligence to security camera networks, emergency response vehicles, industrial automation and robotics," said Dr Rafiei.



NSW Business Chamber General Manager, Paula Martin said: “**Export Growth China** provides businesses with a low-cost entry point and essentially ‘holds their hand’ through the entire process; from determining whether they’re ready to export right through to facilitating trade agreements with Chinese wholesale buyers.

“We have opened a custom-designed showroom in the heart of Shanghai’s international trading district, which we are currently filling with Australian products and services ready to be matched with wholesale buyers.

“Although the showroom will be officially launched in August, our staff on the ground are already proactively marketing these products to wholesale buyers and providing real-time feedback on potential sales leads.

“We have already had a huge response from Australian businesses signing up to the program, and we’re particularly pleased to have Ocular Robotics on board as one of the most innovative companies in Australia, and a recipient of multiple awards at the NSW Business Chamber’s State Business Awards in recent years,” Ms Martin said.

Ocular Robotics Chief Executive Mark Bishop won the NSW Business Chamber’s 2014 *Business Leader Award*, and prior to that the company won the 2013 *Innovation Award* and took out top honours as *Business of the Year*.

“Industry awards and recognition are very highly regarded within Chinese culture, and are an important way of establishing your credibility to potential business partners.

“We expect Ocular Robotics to receive a very positive reception at our showroom in Shanghai’s international trading district, and we look forward to helping them to build on their considerable success in Australia by exporting their unique technology to China,” Ms Martin said.

For more information about **Export Growth China**, visit www.exportgrowth.com.au or call 1800 505 529.

Export Growth China is an initiative of the Australian Chamber movement and this activity received funding from the Australian Government.

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Media contact: Elizabeth Kelleher 0414 626 384, Mark Bishop 0412 406 972 or Dr Ramin Rafiei 0427 455 610

