

## MEDIA RELEASE

### “Tasmania needs to think like Silicon Valley” Bid to establish advanced sensor manufacturing and Digital Services Precinct in Hobart

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For immediate release

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Tasmania could be home to advanced sensor manufacturing as part of a bid to establish a Digital Services Innovation Precinct in Hobart.

Information Management & Technology firm nSynergy has so far raised \$15 million, mostly from the private sector, and is seeking further support through the Federal Government’s Innovation Precinct initiative.

The Precinct would be a physical and virtual hub where digital companies throughout Australia can connect ideas, services and commercial opportunities. Companies would also have access to rich, real-time data sets collected by Sense-T, to help them test new ideas.

The Precinct would co-locate Sense-T with local sensor research facilities, business development services and potentially advanced sensor manufacturing.

nSynergy’s Global Innovation Manager Simon Tyrrell said the Precinct would help drive growth in both new and traditional industries.

“This is about creating new businesses, services and jobs in the digital economy of the future. It’s also about using technology to make traditional industries more efficient, productive and environmentally sustainable. We need to think more like Silicon Valley. That means harnessing the power of technology, working closely with industry and moving quickly to take advantage of commercial opportunities.”

Grey Innovation Director Jefferson Harcourt said his Melbourne-based company was conducting a feasibility study to see whether it could manufacture sensors in Tasmania as part of the Precinct.

“Tasmania is home to cutting-edge research into sensor technologies and we’re already working with Sense-T to develop low-cost sensors. We see a big opportunity in Tasmania to combine research with practical commercial applications that we can export globally.”

Mr Tyrrell said the Precinct had the backing of seven Australian technology companies, as well as the Tasmanian Government, University of Tasmania and a number of industry groups.

“We’ve got strong support from private companies that are willing to put money on the table. That shows there are real commercial opportunities and confidence to invest in Tasmania. The Precinct would connect digital services not just in other parts of Tasmania, but companies throughout Australia,” he said.

“It would focus on sustainable development, creating new digital services to help Australia be more economically, environmentally and socially sustainable. There’s a big international market for new ideas in this field.”

nSynergy is a Melbourne-based Information Management and Technology consultancy established in 2002. It now has staff located in Hobart, Sydney, Melbourne, Brisbane, London, New York, San Francisco, Mexico City and Shanghai, delivering services to companies all over the world. It is an accredited provider of services for Microsoft Office 365 and an expert in developing online collaboration solutions.

#### Further information

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