



MINISTER FOR PRIMARY INDUSTRIES
MINISTER FOR ENERGY
MINISTER FOR MINERAL RESOURCES
MINISTER FOR STATE DEVELOPMENT

MEDIA RELEASE

NSW Government supports technology push

State Plan Priority P1: Increased Business Investment

NSW is set to become an Asia Pacific leader in "embedded systems" technology following the launch today of Embedded Systems Australia, Minister for State Development Ian Macdonald said.

Mr Macdonald said embedded systems - which are computer systems built into devices to perform specific functions - drive technologies ranging from MP3 players and mobile telephones to medical equipment, traffic lights and modern industrial plants.

Embedded Systems Australia's steering committee includes senior representatives of Microsoft, Cochlear, Canon Information Systems Research Australia (CISRA), iTech Corporation, ResMed, BCS innovations, Sinclair Knight Merz, Machinery Automation & Robotics and Invetech.

"Embedded systems are the 'brains' behind our technologies, and as technology continues to evolve so will the role of embedded systems to drive technology in more complex and specialised ways," Mr Macdonald said.

"NSW already has a strong and vibrant embedded systems technology sector but today's launch of Embedded Systems Australia in Sydney will help develop our expertise and promote further growth.

"Embedded Systems Australia is expected to become the largest initiative of its kind in Australia and the Asia Pacific region.

"It will identify and develop NSW's and Australia's capabilities in embedded systems design, development and use, and help create a cluster of export competitive companies working in embedded systems technologies."

Mr Macdonald said Embedded Systems Australia is a joint initiative of NICTA (National ICT Australia), the Australian Electronics and Electrical Manufacturers Association (AEEMA), The Warren Centre for Engineering (part of the University of Sydney), and the NSW Government through the Department of State and Regional Development (DSRD).

"Embedded Systems Australia has already identified over 400 NSW businesses that are developing embedded systems applications, and has developed an agreement for collaborations on technology projects," Mr Macdonald said.

"Embedded systems will help create the next generation technologies that will underpin the future competitiveness of key areas of the NSW economy, such as banking and finance, manufacturing, logistics and transaction services.

"This is in line with the objectives of the NSW Government's State Plan and Innovation Statement to nurture a strong economy underpinned by innovation.

"I encourage small and medium technology businesses in NSW to get involved in Embedded Systems Australia and benefit from its activities."

NICTA Chief Technology Officer and Chair of Embedded Systems Australia Dr Chris Nicol said the Australian embedded systems industry will add value to many industry sectors.

"Through this cluster, Australian companies can play a major role in the growth of an emerging global industry," Dr Nicol said.

"We aim to foster innovation across the industry, identify new business opportunities, and launch collaborative projects that showcase Australian capability to international markets."

About NICTA

National ICT Australia Limited (NICTA) is a national research institute with a charter to build Australia's pre-eminent Centre of Excellence for information and communications technology (ICT). NICTA is building capabilities in ICT research, research training and commercialisation in the ICT sector for the generation of national benefit.

National ICT Australia is funded by the Australian Government as represented by the Department of Communications, Information Technology and the Arts and the Australian Research Council through *Backing Australia's Ability* and the ICT Centre of Excellence program

NICTA was established and is supported by its members: The Australian Capital Territory Government; The Australian National University; NSW Department of State and Regional Development; and The University of New South Wales. NICTA is also supported by its partners: the University of Sydney; University of Melbourne; the Victorian Government; the Queensland Government; Griffith University; Queensland University of Technology; and The University of Queensland.

For further information:

Kelly Mills Communications Specialist, NICTA
Ph: 02 8374 5489 or 0448 434 858

NSW Department of State Development
Lyndall Derrig 9228 3344 or 0400 462 447