

In the Press

We've had our fair share of international and local media coverage recently, with magazine features, radio interviews, newspaper articles and even tv segments to boast about.

Scoring the front cover and a double page spread in the March edition of Eureka (a prestigious European engineering publication), as well as filming a feature segment for the popular UK tv program The Gadget Show, were two of the highlights in recent weeks. Our Gadget Show debut will be aired 28th April, so spread the word to any of your UK based contacts. Eureka Magazine is sent to over 86,500 design engineers every month and The Gadget Show is screened on channel five during prime time, so we're expecting to make a big impact!

In local media, a StreetSurfer review will be published in the April/May edition of Bicycling Victoria's 'Ride On' magazine (which is sent to over 40,000 members) and our Commercial Manager, Troy Keenan, has taken part in a couple of radio interviews, including one for ABC Regional.



Show Time!



The 2008 Taipei International Cycle Show held in March proved to be as hectic as usual for the StreetSurfer team, with our booth being inundated by large numbers of curious onlookers. We were approached by potential distributors, technology licensees and enthusiastic members of the public, all eager to find out more about our unique 5 wheel cycle and its impressive technology. Attendance figures were up by an astonishing 91% on last year (now 86,000+) and we have come back to Perth with a number of very strong leads to follow up.



In February we attended the Big 3 event on the Gold Coast - Australia's biggest board/sports/beach expo. Although overall show numbers were lower than expected, the StreetSurfer once again proved to be the most popular draw card amongst visitors and exhibitors alike. Troy Keenan was even interviewed for tv by the Channel 9 News team that covered the event.

Next month will see us attend the Invention, Innovation & Technology Exhibition (ITEX) in Malaysia. We will be attending the show as a guest exhibitor as part of our prize for winning the Malaysian Invention & Design Society (MINDS) award for outstanding invention at the Invention & New Product Exposition (INPEX) held in Pittsburgh USA last year. We'll report on the success of the ITEX show in the next edition of Street Press.

Our booth at Taipei

Well-Tech Award

We recently received another international technology award. Each year 'Well-Tech' unearths products that stand out on an international level for their technological innovation and their qualities of accessibility, sustainability and quality of life. As one of 60 finalists we will be presented with the award for 2008 at an expo this month, where we'll also find out if we are the overall winner. Fingers crossed! For more info, visit www.well-tech.it.