



NZICT media release

NZICT outperforms other countries in technology innovation

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New Zealand has outperformed other Asia-Pacific countries with the performance of its technology sector in a major annual survey.

Fifty-one New Zealand companies were included in the Deloitte Technology Fast 500 report.

NZICT, the group that represents ICT companies and organisations involved in the provision of software, hardware, services and networks hailed the result, which comes amidst a tough trading environment.

“Innovation is alive and well in New Zealand. This is a huge result that we must build on to grow these companies further. This is a massive improvement on last year’s results, which included 31 New Zealand companies,” said NZICT CEO Brett O’Riley.

“With four New Zealand ICT-related companies in the top 50 (NextWindow, Telesmart, Sonar6 and TracMap NZ) it shows that New Zealand is strengthening its ICT position.”

While the report indicates that the New Zealand Hi-Tech sector is vibrant, O’Riley commented that we need to ensure growth continues. Many of NZICT’s recently released Near Future Digital Priorities focus on areas that influence growth.

“We are looking for support from government policies and improved infrastructure. The forthcoming findings from the Capital Markets review are important in creating an investment environment where capital is available through multiple investment tiers,” said O’Riley.

“With ubiquitous high-speed broadband eventually reaching more places, New Zealand’s technology sector will have a better framework to not only improve its products and services in the domestic market, but internationally,” noted O’Riley.

As the global economy recovers from the recent recession, ICT and the digital economy are increasingly seen as a driver for global economic activity and growth.

“New Zealand companies need support from both the public and private sectors including investors to propagate ICT growth and export potential,” said O’Riley.

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For more Information

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Refer over the page for a list of the New Zealand companies included in the Deloitte Technology Fast 500 report.

Rank	Company (Region)	Industry	Previous wins
27	NextWindow (Auckland)	Computers & Peripherals	2008, 2007, 2006
37	Telesmart (Wellington)	Telecoms/Networking	-
40	Sonar6 (Auckland)	Internet	-
50	TracMap NZ (Otago)	Computers & Peripherals	-
80	Geneious (Auckland)	Software	-
85	ASR (Waikato)	Software	-
94	AMG Agency (Canterbury)	Media & Entertainment	-
99	Assurity Consulting (Wellington)	Software	-
117	Platinum Safety (Canterbury)	Software	-
121	Outpost Central (Auckland)	Internet	2008
139	Farmside (Otago)	Telecoms/Networking	-
147	Futrix (Wellington)	Software	2008
155	Activate Technologies (Auckland)	Software	-
163	Enztec (Canterbury)	Biotech/Pharm/Med equipment	2008
185	Torpedo 7 (Waikato)	Internet	2008, 2007
186	Eyemagnet (Wellington)	Internet	-
194	CS-Vue (Auckland)	Internet	-
195	Velocity Networks (Waikato)	Telecoms/Networking	-
206	Catch Limited (Auckland)	Other	2008, 2007
217	Observatory Crest (Wellington)	Telecoms/Networking	2007, 2006
225	Telemetry Research (Auckland)	Biotech/Pharm/Med equipment	-
229	Mobile Mentor (Auckland)	Telecoms/Networking	-
230	RimuHosting (Waikato)	Internet	2008, 2007
235	SilverStripe (Wellington)	Internet	2008, 2007
237	SMX (Auckland)	Software	-
251	Digital Island (Auckland)	Telecoms/Networking	2008, 2007, 2006, 2005
293	BookIt (Otago)	Internet	-
306	Emendo (Canterbury)	Software	-
318	Boost New Media (Wellington)	Internet	-
322	Currency Online (Canterbury)	Internet	-
326	Web Drive (Auckland)	Internet	2008, 2007, 2006, 2005
329	SLI Systems (Canterbury)	Internet	-
338	Snap Internet (Canterbury)	Internet	-
342	Connexionz (Canterbury)	Software	-
346	Chillisoft (Auckland)	Software	2008, 2007, 2006
366	Buzz Channel (Auckland)	Internet	2008
371	iQ Toys (Waikato)	Internet	2008, 2007, 2006
377	Zeald.com (Auckland)	Internet	2008, 2007
389	Direct Payment Solutions (Auckland)	Telecoms/Networking	2007
395	Ferret Software (Waikato)	Software	-
404	Provoke Solutions (Wellington)	Internet	-
407	Streamtime (Canterbury)	Software	-
417	PartsTrader (Wellington)	Internet	-
437	Redvespa Consultants (Wellington)	Internet	2007
439	Jetreports Australia New Zealand (Wellington)	Software	-
452	Magic Pulse (Wellington)	Software	2007
472	SmartPayroll (Wellington)	Internet	-
480	Eyede (Wellington)	Components & Electronics	-
485	Hairy Lemon Web Solutions (Canterbury)	Internet	2008
486	Vega Industries (Wellington)	Telecoms/Networking	-
497	Zephyr (Wellington)	Telecoms/Networking	2008