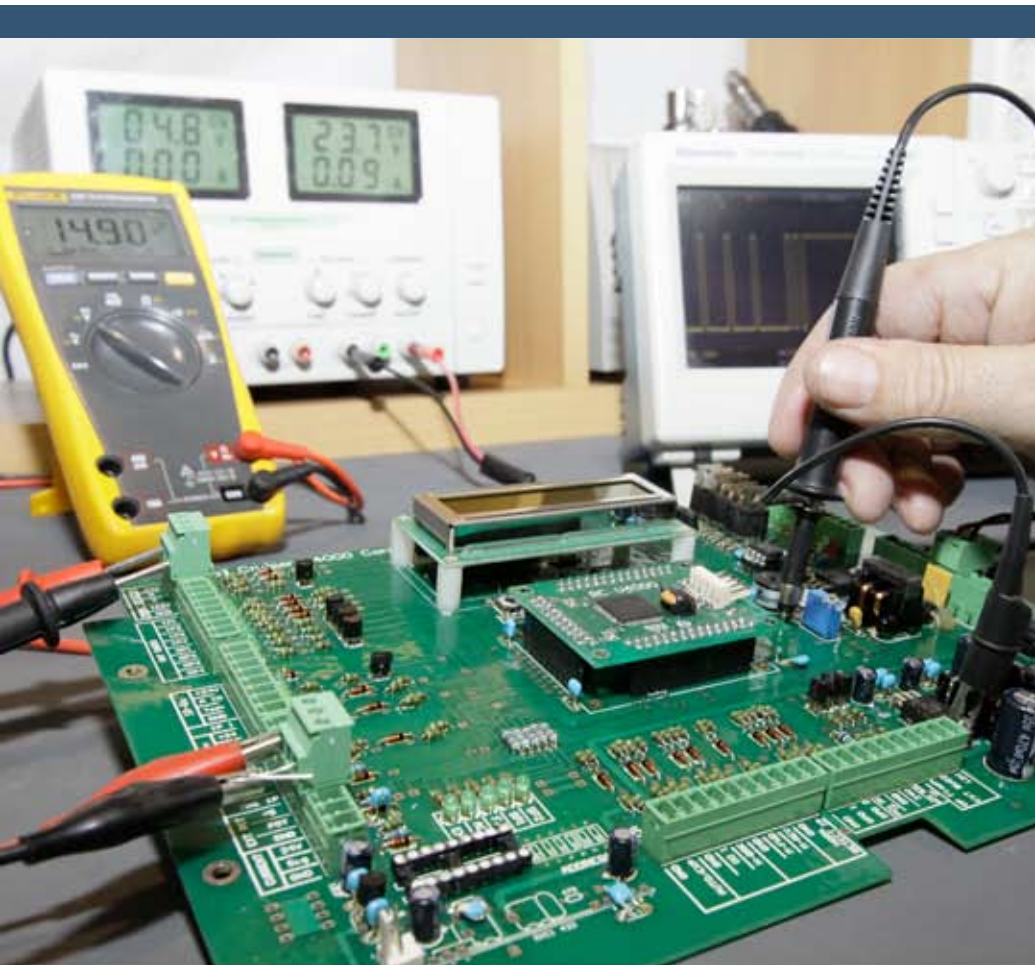


Pure Electronics



Product Development & Manufacture

Circuit Design & PCB Layout
Software & Firmware Coding
Prototyping & Testing
Export Quality Manufacturing

Pure Electronics is a Hamilton-based electronic product development business which offers solutions across New Zealand and around the world.



Our services

- Circuit design
- Schematic diagrams
- PCB layouts
- Embedded code (Assembler and C)
- CAD
- 3D Printing
- Graphic overlays and keypads
- PCB production and assembly
- Contract manufacturing
- Prototype testing
- User manuals and product guides
- Project documentation
- Remote control applications

For over 25 years, the engineers from Pure Electronics (formerly Novel Ways) have been building an impressive resume through creating key componentry or completed products for businesses.

www.pureelectronics.nz



Automatic Gateway Release Timer



Novel Ways released this unique product at National Fieldays in 1995, and since then it has become a critical part of many dairy farming operations, here and overseas.

We developed this product, along with Novel Ways, and still provide them ongoing development, technical support and manufacturing expertise when required.

As any Batt-Latch owner will attest, we have supported our product any time it was required, and word-of-mouth sales are still our best advertising medium.

The Batt-Latch timer provides a huge return on investment when used to its full potential.

Benefits: Saves labour costs
Reduces lameness
Ideal for feedpads

*"The best product I've bought in 10 years
- and brilliantly made"*
Greg - Gore





GrassMaster Pro

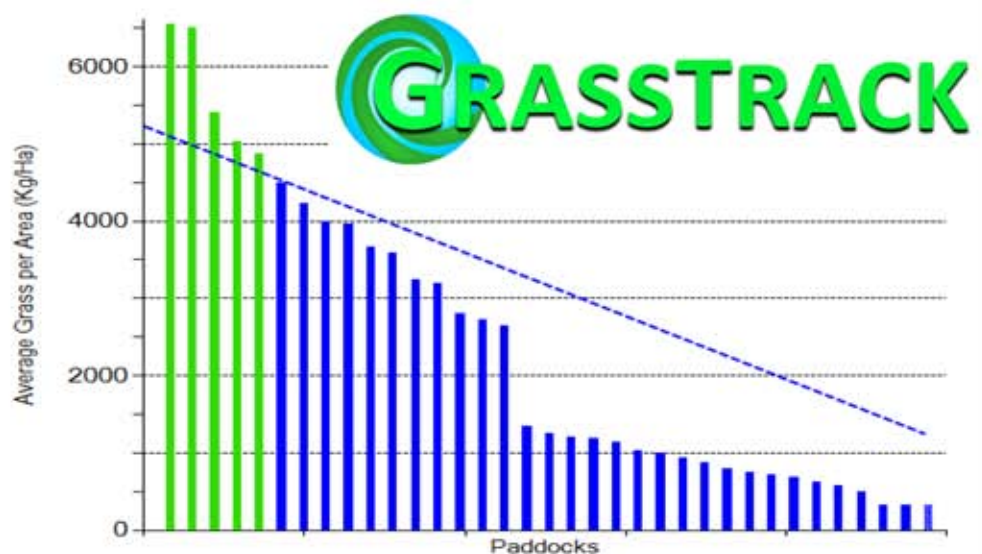
World Leading Drymatter Instrument

Novel Ways has produced the world's best standing forage drymatter instrument; the hand-held GrassMaster Pro capacitance meter.

Originally designed in partnership at Novel Ways and soon afterwards licensed to Tru-Test for ten years, it is now one of our core products, with improvements rolling out regularly, protected with four patents.

We are excited about the potential of the GrassMaster Pro to increase the productivity of pastoral farmers worldwide.

Our Engineers are proud to have been involved right from the start on this project, and we will continue to work alongside our partners on future development.



KiwiRail (Upper Right)
Level crossing remote system. Service engineers use this to test crossing hardware, and expedite travel through crossings.



Carne Technologies
(Middle Right)
High voltage stunner and stimulator PCBs. Used in the meat processing sector worldwide.



Smart Parking
(Lower Right)
SmartEye, Sensor Programmer and Smart link brackets. The SmartEye detects vehicles and sends this data to SmartRep software via slaves. The Sensor Programmer programs the SmartEye unit.



RailCruising (Below)
Main system controller, control console, anti collision system, audio commentary system. Combined, these make the RailCruiser almost fully autonomous.





Metso Minerals (NZ) Ltd Barmac VOCS Development and Manufacturing

A vibration and temperature overload control system (VOCS) for rock crushing equipment was designed and manufactured by us to meet Metso's specifications; the units were fitted as standard to Barmac VSI crushers - *the* premium VSI crusher - developed in New Zealand and sold worldwide.

Exports of the Barmac and its after-sales equipment made up a large portion of New Zealand's heavy machinery tonnage.

The VOCS keeps the Barmac in mechanically safe condition, yet allows up to 20% more output - a clear sales advantage.

We have been a key supplier to Metso (an international company) for several years, and will be supporting this product for another 10 years.





Electronic design issues?

We'd like to solve those for you.

New product design and development is a critical factor in the survival of a company. In a world that is changing fast, firms are under pressure to revise their design or range of products.

Our customers often have a clear idea of a new or improved product that will fit into their sales channels, but they may not have all the in-house expertise that is required to complete it.

We specialise in providing a custom-built electronic design and manufacturing service for businesses.

We will go the extra mile to achieve a promised solution.

www.pureelectronics.nz



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