

Electronics and software go hand in hand

Geir Lasse Kaldestad general manager in Marine Innovation thinks it is amusing that the company has sold electronics to an Asian-based client. "Usually, it's the other way round", he says and smiles. He believes the reason is that the company is able to provide high end solutions and has strong references in the subsea segment.

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The Bergen-based company started with two employees in 2005, and has grown to eight permanent employees in 2010. The company opened an office in Oslo in April 2010, and hopes to expand further in Bergen, Oslo and Stavanger. But Kaldestad has no haste. "We don't want to hire anyone or launch a product until everything's covered." So far, this strategy has worked. The company doubled its turnover from 2008 to 2009.

New electronic laboratory

In 2009, the company received NCE Subsea's upcoming company of the year award for 2009. Marine Innovation started off as a software company, but now combines it with electronics. The company recently expanded its electronics laboratory in Gravdal, and aims to expand it further. "Our niche is the combination of software and electronics," says Kaldestad. Software is often needed for remote controls of electronic systems. They go hand in hand, he adds.

The company provides high end solutions for data logging and realtime control systems onshore, offshore and subsea. The company that started off as a subsea company, has also developed solutions for the onshore industry. "85 per cent of our turnover still comes from the subsea segment," Kaldestad says.

Unsurprisingly, the company has developed a solution for subsea: a tracklog that works down to depths of 3.000 metres. The tracklog can be used as a stand-alone data logger, a blackbox or

