

Procontrol Electronics Ltd. as Innovator for RTLS Applications

Company Description



Procontrol Electronics Ltd. has already - considering its predecessors - a more than three decades history. The electronic company was founded in 1990 from its predecessor enterprises the Procontrol GMK (industrial-economic producers' cooperative), later Procontrol Kiszövetkezet (small size cooperative) which were since 1981 active in Szeged. The company develops and produces - since the beginning of the 1980s - industrial electronic products, workflow controlling and attendance recording systems.

From 1990 due to trade liberalization the main profile was trading with technical articles as telecommunication, office technology later entertainment electronics. The commercial activity associated with the company's spectacular growth. 1992 to 1998 Procontrol turned out to be the most significant enterprise of consumer electronics, telecommunication technologies and IT asset trade in Szeged. The appearance of multinational trading companies and urban hypermarket chains set an end of this business activity.

Market opportunities in segments of consumer electronics and IT assets became significantly constrained, so in 2002 the streamline of the company became again the basic activity of developing and production of electronic systems. In the past 3 years production/developing and associated trading activity became the company's main activity.

2006-2010 was a successful period of time for Procontrol Ltd. If we regard the year 2005 as the base year, the income of selling's and outcome increased every year in total by 200% compared to 2005.



Reasons for this outstanding tendency can be traced back to following reasons:

- The company markets almost exclusively self-developed and manufactured innovative products and realised several major RFID based projects: e.g. General Motors Corporation's site in Szentgotthárd (Hungary), as in GM's Research Centre in Torino, followed by Tigáz Ltd. (natural gas provider in Hungary), Mercedes Benz Manufacturing Hungary and Jabil Circuits US-company where access control systems, time attendance systems IP based integrated supervisor-registration systems were installed.
- In 2007 and 2008 the company carried out different R+D projects as product developments successfully and realized a number of high value businesses and investments.
- Due to modern tools and equipment as improving product quality, warranty expenses reduced, while range of references expanded and improved.
- The interest in access gates (ProxerGate) is further on undiminished. In 2006 Procontrol Ltd. realized several reference projects for multinational companies, e.g. installing and mounting Flextronics full-height glass turnstiles in the office building of SAP Hungary.
- In most instances of export revenues arose due to a long term innovation contract in 2003 with the German Theis Feinwerktechnik GmbH, manufacturer of measuring instruments for the construction industry, the American company Sauer-Danfoss, producer of pumps, valves, mobile electronics and the British Eurofyre, specialist of safety products.
- In 2009 Procontrol won the support of the Regional Operating Program (DAOP) and built an R+D laboratory, performed equipment improvements and increased the number of employees'.
- We met success in sales and distribution with our Wellness Control System: Constructions, reconstructions of therapeutic baths, fitness and wellness centres provide our company continuously with potential orders.
- Producing and installing of LCD touch screen pay stations and pay park stations became also a key sector.
- Procontrol takes individual R+D project orders from client companies. Recently a new development project of recharge station for electric vehicles was initiated.



Procontrol Ltd. can be considered still as a small size company according to the number of employees, annual turnover and other financial parameters. However regarding the manufacturing and developing activity as the selling capacity for industrial electronic systems, in a narrower - urban, sub regional - market segment, Procontrol is market leader. On regional level it can be ranked to the most significant companies of similar profile.

Procontrol-manufactured products are sold in the entire country. According to sales volume Procontrol is countrywide in the middle field among trade companies for electronic products, but it is worth mentioning that the company belongs to the small number of national enterprises which are present on markets with predominantly self developed and self manufactured products, systems.

International and EU related selling's in the last two fiscal years totalled in the order of hundreds of millions HUF, that compounds innovative brainchild export, selling of R+D results. The company's leadership wants to strengthen this course line through innovations of the current project. Innovation, technology development and applications played always an important role among the company's activities.



At local level Procontrol Ltd. became a flagship for R+D+I cooperation's. Procontrol Ltd. cooperates and maintains relations with a number of researching workshops, universities, colleges e.g. the Faculty for Informatics at University of Szeged (Szegedi Tudományegyetem), Hungarian Academy of Sciences - Computer and Automation Research Institute (MTA-SZTAKI) or the Budapest University of Technology and Economics - Department of Telecommunications (BME-HIT). Due to these co-operations the product and service portfolio expands permanently, e.g. Procontrol's self developed radio frequency (RF) products, which support a wireless telecommunication in several fields of applications.

The company is advanced in developing, realizing and marketing of so called passive and active RFID systems. The key of RF identification is the transponder, which can be detected by active readers (router). An RFID-SLR system works even from a distance of 20-30 m, selectively from place and direction.



ProxerNet building management system is a result of R+D cooperation of the last few years - according to customer demands - which actualized the concept of IP based „intelligent building”. All subsystems of the system are able to communicate with all other subsystems. Every subsystem can be supervised and monitored from the central supervising station of the building or basis. It helps to concentrate even more buildings under a centralized supervising.

Tools, plants, softwares according to our ProxerNet concept are developed, manufactured and distributed by Procontrol.

Procontrol provides also assistance for investors, designers and installers in planning and establishing specific systems.



Overview of Procontrol's Intelligent Building Applications

As a result of an R&D project – with significant EU subsidy - a new technology has been evolved by Procontrol:

RTLs – Real Time Location System

Learn more about RTL Systems and applications on the home page of Procontrol: www.rtls.eu

Manufacturing and developing of RTLs products and applications run together with continuous innovation: system-elements like RW10 bracelets, RC10 tags, RR10 routers, RK10 coordinators and RTLSS software can be mounted into an entire object and person tracking system meeting various customer expectations.

All these experiences from researching, developing, manufacturing and distributing activities create a firm base for future product development and innovations.

Procontrol Ltd. targets first of all the Hungarian market with new innovative products. Nevertheless an international expansion is expected primarily in EU member states and neighbouring countries.

PROCONTROL ELECTRONICS LTD.