

## **Sigmavision's Managing Director Andrew Pryce to Speak about Tyre Measurement at Brityrex International 2014**



*Sigmavision MD Andrew Pryce with the TreadReader™ Drive Over ramp*

From October 7 – 9 2014, Brityrex International is gearing up to play host to the largest gathering in the UK tyre industry calendar. The three-day show will bring together thousands of exhibitors, senior executives, industry bodies and delegates, with a common purpose of doing business and sharing information in a dedicated, trade-only environment.

Dozens of exhibitors from fast-emerging markets, particularly China, will be on display, and the international flavour will be further enhanced by hundreds of overseas visitors representing tyre and equipment buyers from the global industry.

As part of the 'TyreTalk' seminar programme, Dr Andrew Pryce will speak about technology innovations for tyre measurement. As Dr Pryce explains, "Real, cost effective measurement solutions now exist to eliminate manual error and the time required for manual tyre tread checks. Benefits can be measurement in terms of operational improvements for fleet operators, revenue earning opportunities for garages and workshops and, with widespread use, the prospect of improving road safety - with one in eight vehicles currently on Britain's roads having at least one illegal tyre."



NTDA Director Stefan Hay said: "SigmaVision is at the forefront of innovation in tread reading technology and it's all designed and manufactured here in the UK! I was extremely pleased when SigmaVision joined the NTDA and delighted when Dr Andrew Pryce of SigmaVision agreed to speak at the Brityrex 2014 Tyre Talk Workshops".

Show entry is free of charge and visitors can now pre-register to avoid queuing on the day by visiting [www.eci-international.co.uk](http://www.eci-international.co.uk)

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**Sigmavision Ltd.**

Sigmavision Ltd is the developer and manufacturer of TreadReader™, a patent protected technology for tyre tread depth measurement. Based in the UK, Sigmavision is a high tech company with world class expertise in laser sensor and camera imaging technology. The TreadReader Hand Held scanner and Drive Over ramp are for use by workshops, dealerships, fast fit operators, tyre retailers, fleet operators and law enforcement agencies.

[www.sigmavision.com](http://www.sigmavision.com)

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