

## **Sigmavision wins TyreSafe Innovation and Technology Award**

**TreadReader™ Tyre Measurement technology from Sigmavision has been recognised with a TyreSafe Award for Innovation and Technology.**

The Innovation and Technology Award, sponsored by Michelin Tyre plc, was awarded to Sigmavision at the TyreSafe 10<sup>th</sup> Anniversary Awards, in recognition of the innovative use of technology within the tyre industry. Sigmavision was also praised for a measurable and positive contribution to raising awareness of tyre safety issues. Across eleven award categories, entries were submitted by tyre, car and van manufacturers and retailers, fleet operators, emergency services, local councils and tyre safety stakeholders.

Speaking about the Sigmavision award win, Chairman of TyreSafe Stuart Jackson said, 'The last couple of years have seen the introduction of some outstanding technologies capable of advancing tyre safety across the whole country. Owing to the number of strong entries and the technologies' potential, this category was the hardest of all in which to separate a winner from runners-up. All entrants are to be commended on their offering, but with a versatility, capability for adoption across a comprehensive span of applications and potential impact, this year's TyreSafe 'Best Use of Technology Award' goes to Sigmavision and its TreadReader'

### **Interest in the TreadReader™ Technology from many market sectors**

Sigmavision Managing Director, Andrew Pryce, commented, 'We are delighted to receive such recognition for a technology that is making a real impact in the market, and addressing the significant [tyre safety](#) issues not just in the UK, but in all markets. The [3D scans](#) produced by our products engage the motorist, or fleet operator, and clearly present a tyre's tread depth and wear patterns. We are seeing great interest in our products and technology across all sectors, from fast fit and tyre specialists to dealership groups and law enforcement.'

During the course of the TyreSafe Tyre Safety Briefing ahead of the Awards Dinner, delegates' vehicle tyres were scanned by Sigmavision engineers using the TreadReader Hand Held scanners. The scan results were then included in a presentation given by Andrew Pryce during the TyreSafe Briefing session.

**ENDS**

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