



# A8 Abstract

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<b>Presentation topic</b>	<b>Please check the box to identify your topic area:</b>		
	➤ <b>Transport Demand Management</b>		<input type="checkbox"/>
	➤ <b>Intelligent Transportation Solutions</b>		<input checked="" type="checkbox"/>
	➤ <b>Traffic Management and Planning Issues</b>		<input type="checkbox"/>
	➤ <b>Land Use and Traffic Management Planning</b>		<input type="checkbox"/>
	➤ <b>Local, Regional and Strategic Traffic Management Planning</b>		<input type="checkbox"/>
<b>Presentation title</b>	Technology on Demand		
<b>Presentation Remit</b>			
<p>An overview of how a product idea can progress from the initial idea stage through development to optimize all requirements and challenges of the sign to fit a specific surrounding environment.</p> <p>Operating in a small market such as New Zealand, far away from overseas manufacturers, purchasing is time consuming, deliveries are slow and expensive and may in the end result in a marginally suitable product.</p> <p>Being closer to the manufacturer, with all its in house research and development capabilities, has never been easier. This discussion will cover how ideas can develop, and how to achieve products that suit their environment efficiently and competently</p>			