



## Dynamic Controls boosts R&D to meet demand for home medical innovation

*Press release 1-Aug-2013, Dynamic Controls, Christchurch, NZ:* Dynamic Controls, a leading innovator of electronic solutions for people with disabilities, is investing millions in research and development (R&D) to meet the growing demand for next generation power wheelchair technology. The global organisation headquartered in Christchurch New Zealand is designing revolutionary features around its new LiNX power wheelchair control system that will significantly improve the health and wellbeing for end users providing freedom through mobility, communication and connectivity. LiNX delivers a major advance in programming through wireless connectivity to PCs and iOS devices.

An international study by WinterGreen Research anticipates the power wheelchair markets, which stood at \$1.1 billion in 2011, will reach \$3.9 billion in 2018. The independent research organisation says that this sizeable market growth will stem from demand for mobility from people who might otherwise be bedridden. Dynamic Controls, which markets its solutions through health and mobility manufacturers, providers and therapists, plans to target this growing opportunity in established and emerging markets, such as China.

Charlotte Walshe, CEO of Dynamic Controls says, "The majority of our business is R&D in home medical technology. We have over 150 staff in New Zealand and 200 in China, Taiwan, the UK and the USA working closely with end users, therapists and wheelchair manufacturers on developing innovations that will help enhance the quality of life for people with disabilities. Factors such as aging global populations, the world diabetes epidemic, increased spending in countries like China and Europe, and more demand and expectation for quality products with the latest communications and connectivity features, are all contributing to this market opportunity."

At today's event hosted at Dynamic Controls in Christchurch, Economic Development and Science & Innovation Minister, Hon Steven Joyce, will present the latest High Technology Manufacturing Sector Report. With annual exports increasing from \$100m in 1990 to \$1.4 billion in 2012, this sector is an increasingly important part of New Zealand's economy – creating and maintaining new jobs, skills, innovation and growth.

"Research and development is recognised globally as an important driver of economic growth," says Ms Walshe. "At Dynamic Controls we are developing new technologies to meet the growing demand for home medical innovation. Over the last five years we've invested in excess of 10% of our revenue into R&D. The money is spent on employing highly skilled staff to create and deliver market-disruptive innovations to customers faster. Governments around the world are also a key source of funding, and we applaud every initiative that recognises the importance of fast tracking R&D for the benefit of the local economy.

"Today's mobility scooter and power wheelchair users want more from their device than just a ride; they want technology that also improves their connectivity, health and wellbeing. We are committed to a product development roadmap that is focussed on creating the next revolution in power wheelchair and scooter technology. And we are working on some very exciting new innovations that will not only delight the end user, but will also benefit all those involved in the home medical industry from therapists and vendors to insurers and funders alike. We'll announce more about these developments in the coming months."

**About [Dynamic Controls](#)**

Dynamic Controls is a world leader in innovating electronic solutions that enhance the lives of people with a disability. The company has brought freedom to many through mobility (power wheel chairs and scooters) and increasingly through communications and connectivity to the world. Dynamic Controls is a global company with teams in New Zealand (HQ), China, Taiwan, the UK and the USA. The company is owned by Fortune 500 company Invacare Corporation (NYSE: IVC) - the global leader in the Home Medical market with annual sales of \$US2 billion.

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