Vertigo Technologies takes out top innovation prize at EMEX Tradeshow

It is always great to see an innovative West Coast business being recognised on the national stage, and Vertigo Technologies did just that at the EMEX Tech Show earlier this month.

Vertigo Technologies, based in Westport and run by Helen Wilson, has made a remarkable innovation in desktop computer numerical control (CNC) technology. This involves the development of a low-cost model that makes machines cheaper for smaller businesses and hobbyists, allowing them to produce their own parts.

Vertigo Technologies have developed an innovative software solution that makes CNC machines more affordable to small businesses and hobbyists. This software, called Vertigo Technologies, was showcased at EMEX Tech Show earlier this month, allowing participants to see the potential of this technology in action.

But gradually I have come to realise that they do not describe critical elements of achieving results. The shell behind my desk has quite a few research reports carried out in splendid isolation and only gathering dust. We had the research done and published them. In hindsight we were not as useful as we thought we could have been. Why? Probably because the users were not part of the project at all and consequently had little reason to trust the results.

Collaboration, engagement, buy-in, having skin in the game — whatever you want to call it — is important. It keeps us interested, (the group of partners, investors and stakeholders) are more likely to take notice of the results, to trust them and to make best use of them.

Vertigo Technologies are likely to face more challenges in the future, but their innovation has already made a positive impact on the West Coast. The company has been working with local businesses and has even been featured on local TV shows for their innovation.

Promotional video competition: creativity meets Karama

The untamed West Coast landscape has a strong pull for creative people, as a result we are blessed with a wealth of world-class videographers. Daimon Schwalger of Nomad Audio & Video recently held a promotional video competition for local businesses, which was won by Rongo Dinner Bed & Breakfast in Karama.

“It was a tough decision choosing the winner as there were so many great entries. A massive thanks to DWC, Coast FM and West Coast Tourism for making this possible,” says Daimon.

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