

Lights, Camera, Action!

Since it was first set up, Appleworld UK has worked with UK Trade & Investment to explore new markets for its innovative Rotolight. The company has recently added Australia to its list of export destinations.



Fast facts

Company:	Appleworld UK Ltd
Industry:	Entertainment
Target Market:	Australia
UKTI Services:	Export Market Research Scheme, Tradeshow Access Programme

www.rotolight.com

Films and photographs have the power to transport us to another world. Lighting is a major part of making that world feel real, producing dramatic effects, setting the mood and directing our attention towards a particular focal point.

In 2009, a new lighting product came on the market for professional videography, cinematography, and photography. The award-winning Rotolight, devised by father and son Rod Gammons and Rod Aaron and produced at PineWood Film Studios in the UK, gives a naturally warm, shadowless light. It is the only light in the world to go over a microphone, as well as working extremely well for stills and broadcast video cameras.

Rotolight was an instant hit when the team took a trial run of 1000 pieces to premier film industry event IBC, in 2009. They sold every unit there and then, and it was clear that they were on to a winner.

“Typically, a ring light is used in beauty, fashion and glamour photography to make the subject’s eyes look like they

are glistening,” says Rod Aaron, President of International Sales and Distribution at Appleworld UK. “We have been able to achieve this sought-after ring light effect at a unique angle of light – 110 degrees compared to the standard 50 or 55 degrees - producing a softer light which spreads further and eliminates red eye, which can be caused with a traditional ring light. This innovation comes at a price point that makes it accessible to the average consumer or professional.”

Crucial support

After IBC, enhancements were made to the original Rotolight design, in response to customer feedback. A range of accessories was developed, including one that allows the Rotolight to be mounted both on traditional photo cameras and high-end broadcast video cameras.

Whilst Rotolight is 100 per cent UK-made, it was clear from the start that there was potentially a global market for the product. In May 2010, Appleworld UK, the sales arm of Rotolight, joined Passport to Export.

This programme, run by UK Trade & Investment (UKTI), gives exporting companies the tools they need to grow their business internationally. The company went on to receive grant support from UKTI’s Tradeshow Access Programme (TAP), to attend trade exhibitions around the world.

“In our experience, trade shows have always been critical to our success, but as a small company, we have to be particularly careful with our money,” says Rod. “UKTI’s financial support has made it viable for us to attend industry events, where we meet dealers and distributors wishing to represent Rotolight in their home territories. As a result, to date we have sold 25,000 units, in 41 countries worldwide.”



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“We have benefitted from UKTI’s support in all of our export markets and it has been absolutely fundamental to our business success”



Timely trip

When Appleworld UK received an enquiry from a distributor in Australia, the company had already identified this as a key target market. Having carried out initial research in the territory and identified some potential distributors, it decided that it was important to visit Australia, with UKTI support, to better understand local market conditions and assess potential distribution partners. UKTI provided additional funding, this time through its Export Market Research Scheme (EMRS), and Rod flew to Australia in July 2011.

The visit was timed to coincide with the Society of Motion Picture and Television Engineers (SMPTE) event, held in Sydney. Understanding that preparation would be key to the success of the trip, Appleworld UK had set up meetings with potential partners before setting off. The company had also arranged to meet with UKTI in Australia to discuss the nature of the

market, understand who would sell to whom and assess the quality of potential partners.

At the show, Rod met local distributor New Magic, and was instantly impressed with both the calibre of the company itself and its representatives. New Magic didn't represent any competitive products and Rotolight fit very nicely into its portfolio, making it a fantastic partnership for both companies.

Within two weeks of the show, Appleworld and New Magic had signed a distribution agreement. A revolutionary new studio light, the 'Rotolight Anova' will be launched in Australia in April 2012.

“We had been in touch with potential Australian distributors via email, but you can't really judge someone without meeting them face-to-face,” says Rod.

“We were really impressed with New Magic and we are very excited about launching into the Australian market with them. We have benefitted from UKTI's support in all of our export markets and it has been absolutely fundamental to our business success. UKTI offers a phenomenal service, and we couldn't be more delighted with the help they have given us.”

The UK and Australia

Australia boasts an outstanding economic track record and offers UK businesses a dynamic yet dependable market in times of economic uncertainty. The UK is the second largest foreign investor in Australia (worth AU\$473 billion) and Australia's fifth largest two-way trading partner (worth AU\$23 billion). Among the most prominent UK investors in Australia are BP, HSBC, BT, Rio Tinto, BHP and BG Group.

Australia is also investing in billions of pounds worth of projects over the next decade, including natural gas, mining, railways, ports and a national broadband network.

The area's proximity to the world's fastest-growing region, the Asia Pacific, and powerhouses like India and China combined with a number of free trade agreements (FTA) (e.g. Singapore, Thailand, US, Chile and New Zealand), UK firms have a distinct advantage if they are looking for a base from which to launch into Asia.

In 2010/11 UKTI helped over 1,000 UK companies to investigate the potential of the Australian market and worked in-depth with around 200. We're on track to beat that for 2011/12.

For further information about business opportunities in Australia go to www.ukti.gov.uk/australia

Helping you to do business abroad

Doing business in another country can be a challenge, so it's good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you're up and running



To find out more, scan this code with your smart phone
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UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy. We provide companies with the tools they require to be competitive on the world stage.

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