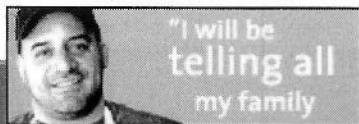



Business



Location

Classification



Search!

Home | Hotmail | Search | People & Groups | Shopping | Join X

- Budget 2005
- Banking
- Business Services
- Business News
- Industry News
- Management
- Small Business
 - Advice
 - Biz Development
 - Entrepreneur
 - HR
 - Legal
 - Marketing
 - Money Matters
- Markets Now
- Audio & Video

BROWSE XTRAMSN:

Business

Contact Us

[SiteMap...](#)

Business News

- [Ports Of Auckland Offer Doesn't Sail](#)
- [New Boss For Fairfax Papers](#)
- [Yacht Ownership Fight In Courts](#)


Newsletter

Keep up to date with what's happening in New Zealand business by subscribing to XtraMSN's free newsletter.

Please enter your details [here.](#)

Messageboards

- [Starting A Business](#)
- [Minimum Personal Grievance Pay-Outs](#)
- [Is The Customer King?](#)

Get a passport 

[Information about your online space](#)

You are here : [XtraMSN](#) > [Business](#) > [Small Business](#) > [Biz Development](#)

Sucess Stories



Surf's Up Thanks To NZ Technology

XtraMSN

In a Waikato cow shed, a team of world-leading New Zealand marine scientists is developing technology that will create waves to challenge even the world's most skilled surfers, at the click of a computer button.

©Fotopress / Cory Scott

Artificial Surf Reefs Ltd (ASR) is already at the forefront of global design and construction of artificial surfing reefs and their partner company, Surf Pools Ltd (SPL), is now refining technology which will revolutionise the sport of surfing by producing top class waves at indoor pools.

Hydraulic Floor

A research and development project, headquartered at ASR and SPL's home town of Raglan, and supported by investment of more than \$500,000 from Technology New Zealand, aims to develop a floor that is raised and lowered in a pool by computerised winches and hydraulics.

Managing director of the two companies, Dr Kerry Black, says while the world's first surfing pool was completed in the late 1960s, there has been little improvement in the quality of waves in pools over the last 20 years. But that, he says, is about to change.

"Extensive monitoring of wave conditions, and how they are affected by subtle changes to the seabed by even very small reef features, has shown us that the shape of the floor has the greatest influence on the form of the breaking wave," says Dr Black.

"We have developed a novel wave pool design that has a range of changeable reef shapes to deliver a variety of different wave types, suitable for all skills levels, while also delivering maximum surfing ride length."


In 2000, ASR built a model of the innovative wave pool design, with investment of \$100,000 through Technology New Zealand's Grants for Private Sector Research and Development (GPSRD) scheme.

Now, in partnership with Aquatic Development Group, a United States company which is one of the world's biggest operators of surf pool systems, and Surfspots LLC - set up with the Kiwi team to seek investment in the USA - the design is about to be tested in the first full scale pool being constructed in Orlando, Florida. The technology will also be used in surf pools in the United Kingdom and Darwin, Australia.

Changing The Face Of Surfing

Dr Black says the versatile and challenging waves which SPL believes it can create at indoor venues will change the face of surfing.

"Until now no one has been able to create waves at indoor pools that experienced surfers would call powerful or high quality. Our innovation has the potential to turn surfing into a stadium sport where spectators can watch the world's top surfers compete on an international circuit.



Go
hol

Use Secu
Email a
downl
onto y
from an
conn

Sign up On

xtra
www.xtr

Advertising

Interested i
opportunitie
business on
Shopping Cl
elsewhere c
site?

[Advertise w](#)

"This will not replace traditional beach surfing, but be complementary to it. It will make surfing much more accessible and improve the competitive aspect of the sport, which has always been remote and reliant on weather and changing beach conditions.

"We will be able to produce, with the click of a button, classic Californian, Hawaiian, Indonesian or Australian breaks, depending on what is wanted."

©2005 Xtra Limited. [Site policies](#), [Terms and Conditions](#), [Advertise on XtraMSN](#).