



INNOVATOR

Leading the charge

Occupying a niche in the electronic vehicle industry, M2C Wireless Machine has gone from just two engineers to six members of staff, with steady trading after three years

MICHAEL Berry decided in 2007 to create a range of his own products focused on embedded engineering after working for many years in consulting. His company M2C Wireless Machine is now well positioned to take advantage of the electronic vehicle trend.

He met fellow engineer Sergiy Safronov online in 2008 and hired him to help him on design. "We got a visa for him in 2010 and he lives here with his wife now. Our main motivation was to make a product suite using our embedded engineering skills, which are in short supply," Berry explains.

M2C provides an intelligent electric vehicle charge station which can monitor, control and log activity for all charging scenarios.

Designed with future enhancements in mind, it offers various current supply, Wi-Fi and online data access, remote control of the charge and on/off control of the charge to the e-car.

This allows the single user and business and fleet managers to know exactly when and where charging occurred. Cost control and supplier selection gives control to e-car owners.

"Where we're at now is like being in mobile phone technology in 1990 where the

devices are just starting to evolve. In a few years e-cars will be the norm because of running costs and reliability. We are positioning ourselves in the smart end of the technology, which will allow us to migrate to other new industries," says Buckley.

"We know that the big opportunities for start-ups lie in the embedded arena. It is here where companies can be highly inventive and cut out a niche market for themselves. Our experience and skillset allow us to play here. We know from Renault that we are one of the few companies in Europe to pass all the tests with an electric vehicle charging device."

M2C has gone from having two engineers and being self-financing to six people and trading well after three years - turnover this year is projected to be €500,000.

In terms of future strategy, Berry says M2C needs to grow into its target niches in the electronic vehicle industry and innovate in terms of the Smart Power device.

"This is where there is a huge focus by utilities. The Smart Grid interface is of great benefit to all power producers and we have a lead on the market currently. Ultimately we want to grow into Europe and lead in a select area of the electronic vehicle and charging business."

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