**APD launches Tapestry of the Emergency Services with tech community**

**Press release**

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Software company APD Communications has created a striking work of art reflecting the incredible work of its customers in the emergency services.

The pioneering business chose the Centre for Digital Innovation (C4DI) tech hub in the company’s home city of Hull as the launch venue for its colourful illustration of its work supporting emergency services organisations.

The 6ft by 4ft creation, called the Tapestry of the Emergency Services, is a bespoke canvas that houses 64 pegs, each associated with a meaningful word to describe our emergency services. The piece comes to life by wrapping four colours of thread, red, blue, yellow and green, representing each of the emergency services – police, fire, ambulance and coastguard – around these pegs to create a tapestry.

The tapestry board was unveiled and the first threads placed at C4DI and it now has pride of place in APD’s reception in Hull.

Visitors to APD are being invited to continue to contribute to a living piece of art that tells the story of the emergency services and how they will evolve over time. Over 2,000 metres of cotton have already been used on the artwork, with this number set to grow over time.

APD is a corporate member of C4DI, which means it has access to its facilities and expertise and works closely with the tech talent within the building. The company also uses the partnership to build strong connections and collaborative relationships across Hull’s thriving tech community.

Rhiannon Beeson, APD Marketing and Sales Manager, said: “We work with emergency services organisations and critical control operations around the world, but we’re very proud of our roots and to call Hull our home.

“We invited members of the C4DI community to start the tapestry to connect our role in Hull’s digital community with our vital work supporting the emergency services across the UK and beyond.

“The tapestry board is an attractive and engaging way of showing how people feel about the emergency services. In a world of digital content, it’s nice to create something that’s tactile and based on a traditional craft. That may seem a little odd, considering we’re a technology company, but we think that’s part of its charm.

“It also has a serious purpose in highlighting the amazing work that the emergency services do to protect and serve the public.”

The event to promote APD’s membership saw members of the C4DI community answering questions on their views of the emergency services as they helped to build the tapestry.

Jo Ward, Development Delivery Manager at APD, said: “The tapestry is a fun and interactive way to promote our focus on the emergency services and creates a talking point for visitors to our offices.

“It’s clear that the people who helped create the tapestry at C4DI feel very passionately about the emergency services. Words such as amazing, awesome and inspiring were used a lot. Those words reflect how we feel about the blue light services – it’s humbling for us to play our part in supporting their life-saving and life-changing work.”

C4DI Managing Director John Connolly said: “It’s fantastic that APD has brought its membership to life in such a creative and inspiring way.

“APD’s membership of C4DI is a great example of how large and well-established tech companies in the city and region are engaging with the wider community of smaller digital businesses, start-ups and freelancers.”

Founded by two academics from the University of Hull, APD has developed cutting-edge digital technology in the city for more than 30 years.

The company employs more than 100 staff, mainly software developers – the company’s super-talented “geeks with goals” – who create critical, life-saving software used by the police and other emergency services organisations across the UK, as well as transport and aviation operators nationally and internationally.

APD’s technology is used by 69% of UK police forces; helps to run the London Underground; and is a key part of the critical communications infrastructure at Dubai International, the world’s busiest airport.

The company is also at the forefront of the development of the Emergency Services Network (ESN), the new, state-of-the-art communications network for the UK’s emergency services.

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**Notes to Editors**

**APD Communications**

* APD Communications creates secure, intelligent and connected control room and fleet technologies that help organisations protect and preserve society.
* Founded by two academics from the University of Hull in 1984 and still based in the city, APD has developed cutting-edge digital technology for more than 30 years and is an acknowledged market leader in software development.
* APD made its name in the 1980s by designing and delivering the world’s first real-time bus tracking system, which then became the industry benchmark. Later, APD engineered the Eurotunnel communications network, facilitating connectivity between the British and French borders and inside the tunnel itself.
* Today, 69% UK police forces employ APD’s technology, while APD also services the national transport and aviation sectors. The London Underground runs safely and on time with assistance from APD technology, which tracks train locations and supports control room collaboration across the 250-mile network.
* Internationally, APD has an ever-growing presence, powering mission-critical control rooms in Sweden, Ireland and the United Arab Emirates. At Dubai Airport – the world’s busiest international passenger airport with 77m passengers annually – APD’s integrated control room solution keeps the entire operation safe, secure and running efficiently.
* The company’s partners are an integral part of the service and technology APD delivers. APD’s technology partners include mobile communications pioneer Motorola; global digital solutions provider Avaya; network services provider telent; and digital transformation leader Sopra Steria.
* APD is at the forefront of preparations for the UK’s new digital Emergency Services Network (ESN). APD is working with police, fire and ambulance services around the UK to upgrade to world-leading technology, enabling a business-as-usual transition.
* APD provides its customers with a dedicated support team, available 24/7, 365 days a year. Every APD employee has official security clearance, ensuring customers can have full confidence that their sensitive data is in safe hands.
* The company is showing strong growth, with turnover in 2017 reaching £9m, up 32% on the previous year, powered by APD’s market-leading products, including Cortex, Aspire and Artemis.
* Cortex is APD’s Integrated Communication Control System (ICCS) used in more than 70 control rooms around the world. Cortex brings radio, telephony, CCTV and more together on one screen, helping organisations to connect, collaborate and communicate rapidly and effectively when it matters most. A trailblazer in this field, APD has developed and launched the world’s first hosted ICSS, at Karolinska Hospital in Stockholm, Sweden, supporting the efficient running of the entire hospital operation all day, every day.
* Aspire is APD’s contact management solution, designed to help emergency services organisations to identify and protect vulnerable people. A software solution that can be integrated easily with existing command and control applications, Aspire provides APD’s customers with full contact history to make informed decisions and save lives.
* Artemis is APD’s solution for fleet management and the remote transfer of data and information from vehicles to control rooms and fleet managers. The only technology of its kind built specifically for the emergency services, Artemis helps customers to improve use of resources and driver behaviour and ensure vehicles get to where they need to be promptly and efficiently.
* These technologies work independently and inter-dependently to support organisations across the public and private sectors. APD is attuned to meeting the needs of organisations with critical operations that rely on instant and highly-resilient communications.