

**DYNAMIC BUSINESS**  
 FOR GROWING SMEs

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**INLINK**

Oliver Roydhouse's business goes up, even when it goes down. The 30-year-old is the brains behind Inlink, a media and technology group specialising in elevator information.

Characterised by stylish LCD screens, Inlink Media uses lift travel time to advertise to a captive audience of around 700,000 business professionals a month, attracting major clients such as BMW, Nokia and Qantas. The media division has just installed screens in their 100th building and is looking to install more screens that will push figures to one million viewers a month by the end of the year.

The research division, Inlink Technologies, facilitates office elevator solutions, including the newly-launched surveillance and safety product, Intellicam. This features a two-way video communication system between the lift and security staff as well as footage archiving, analysis and search technology.

With just 14 staff, the eight-year-old business is still pushing a healthy 43 percent growth rate and is set to hit \$10 million per annum over the next few years. In addition to growing the advertising sector by installing more screens and signing on more clients, Roydhouse says exporting Intellicam overseas forms an important part of his medium-term growth strategy.

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## 28 YOUNG GUNS

28 HOT SHOTS HIT THEIR TARGET

Meet our 25 Young Guns—some of Australia's youngest businesses and young business owners skyrocketing into the stratosphere. Find out what drives these fast-growing stars to succeed.

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