

Kaustinen's High-Tech Industry Began in 1989

Technology company **Botnia Automation Oy** was founded in Kaustinen on 4 March 1989. In 1997, the company changed its name to **Botnia Hightech Oy**. Initially, it specialised in automation and electronics design. In industrial automation, the company delivered complete turnkey solutions, from design and equipment supply to installation and commissioning.

In electronics design, the company applied modern product development methods, taking projects from the initial concept through to mass production. During its early years, its slogan was: *'We solve your electronics design and production challenges efficiently.'* The company's specialists possessed extensive expertise in applying programmable logic controllers (PLCs) to industrial automation.

The company's original owners were the Kaustinen entrepreneurs **Jouko Pihlajamaa**, **Vesa Pihlajamaa**, **Hannu Timmerbacka**, and **Matti Paasila**, together with the Municipality of Kaustinen as a minority shareholder. The municipality's then Municipal Manager, **Altti Seikkula**, played a key role in establishing the company.

In 2006, **Sasken Finland Oy**, a subsidiary of the Indian technology company Sasken, acquired Botnia Hightech. Sasken Finland's headquarters remain in Kaustinen.

Today, **Sasken Finland Oy** provides hardware and software design and development services to both Finnish and international customers. Its expertise spans telecommunications, industry, defence, medical technology and satellite communications. Sasken Finland is particularly renowned for successfully delivering product development programmes and for its expertise in wireless technologies.

The establishment of **Botnia Automation Oy** laid the foundation for the growth of the information technology sector in the Kaustinen region.

Founded in Kaustinen in 2007, **Picturall Oy** develops video technology and immersive visual solutions for the events industry, including media servers and video playback systems. Its products are used in theatres, television studios, commercial video installations, and public and corporate events, where they deliver exceptionally sharp images on large display surfaces.

In 2017, **Picturall Oy** became part of the French **Analog Way Group**.