



For Immediate Release

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Innovate! Technology Wins SAE Innovation Competition
with Oxygen and NOx Emissions Sensor Technology

TROY, Mich., Dec. 16, 2008- SAE Detroit Section, in concert with the MIT Enterprise Forum (MITEF), named Innovate! Technology, Inc., a developer of advanced sensor technologies, as the winner of their 2008 Best Innovation competition. Innovate was one of four finalists who presented their solution to problems faced in the vehicle industry at the competition held at SAE Automotive Headquarters in Troy on December 8, 2008. The event was sponsored by S3C, a Nagano Keiki Group company.

“The purpose of this program is to identify and expose the most promising new technologies,” stated David Stout, the competition’s founder. “We believe the real issue is not innovation, but finding new ways to *accelerate commercial adoption*. We hope efforts like this do exactly that and look forward to our December 2009 event.”

Innovate’s Direct Digital™ technology applies new signal-processing algorithms to proven zirconia exhaust sensors, thereby enabling oxygen and NOx sensors that are both smarter and less expensive than existing products.

“Direct Digital™ is significantly faster and more accurate than the traditional analog approaches,” stated Patrick Thompson, Innovate’s CEO. “However, a side benefit is cost reduction- always a good thing, especially when achieved through innovation.”

“Superior oxygen and NOx sensors are important,” added Klaus Allmendinger, Innovate’s CTO, and inventor of Direct Digital™, “because they can immediately enable smarter combustion controls, and more efficient engines.”

Judges included Brian Johnson, Truck Aerodynamics Supervisor, Chrysler LLC; Charon Morgan, Engineering Group Manager, Chassis and Powertrain Cost Reduction, General Motors; and Paul Skalny, Director, National Automotive Center, U.S. Army. The judges rated the four finalists in a number of categories, including Market Opportunity and Value Proposition, Technical Robustness, and Quality of Business Plan.

"Innovate impressed us most with their alignment of technical innovation along with a business plan that can viably help to execute the process of bringing cleaner, more efficient vehicles to the market,” stated Charon Morgan of GM. Other finalists included runner-up Lambert Technologies, LLC; OPS Solutions, LLC; and RF-IDI, LLC.

About SAE Detroit Section

The Society of Automobile Engineers (SAE) was founded by a small group of industry pioneers in 1905. The Detroit Section has grown to become one of the largest in the Society with over 16,000 members. SAE Detroit Section offers a series of vehicle meetings presented each calendar year as well as various technical meetings, field trips and social events. To promote awareness for future members, the Section provides support to SAE student chapters at eight local universities.

About MITEF

The MIT Enterprise Forum promotes the formation and growth of innovative and technologically-oriented companies through a series of specialized executive education programs and supports leading technology “new wealth” eco-systems globally. Founded in 1978, the MIT Enterprise Forum operates through a network of 24 chapters in the U.S. and overseas. The MIT Enterprise Forum of the Great Lakes Chapter focuses on entrepreneurship to the Michigan/NW Ohio/ Windsor ON region.

About Innovate! Technology Inc.

Based in Southern California, Innovate is committed to relentless product development, high manufacturing quality, and excellent technical support. Innovate’s DirectDigital™ technology is a critical enabler for next-generation ultra-efficient engines, helping solve the “big” problems of fossil-fuel dependence and climate change. For more information on Innovate, visit the Company’s website at www.innovate-tech.com.

About S3C, a Nagano Keiki Group Company

S3C, a Nagano Keiki Group company, is a leading sensor innovator for automotive and industrial applications. More information available at www.s3cinc.com.

Image link: http://www.innovate-tech.com/pr_1208.htm