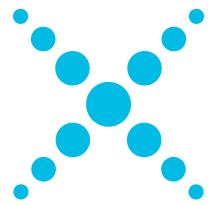


Innovations2010



Marathon Robotics signs contract with US Marines

NIC happenings
Catch up on the latest news from in and around the NIC.



New Clients

We welcome:-

Azaliat,
Environmental
Biotechnology CRC,
Evolvetech Partners, &
Prospection.

Client awards

LX Innovations, Marathon Robotics, Taggle Systems & Emotiv report awards.

Client news

Companies featured in this edition include:-

Bioline,
Emotiv &
LX Innovations.

Events

10th Birthday Drinks,
Successful Innovation.
For the calendar....
bizNetClub September

Marathon Robotics is awarded a US\$50 million contract for the first-ever Smart Targets in the U.S. Military.

Marathon Robotics, the global leader in smart targets for live-fire training, has been awarded a US\$50 Million contract by the United States Marine Corps.

Marathon will provide the U.S. military's first-ever smart targets – armoured autonomous robots that look, move, and behave like real persons. Their paths are unpredictable, and their human-like motion makes them realistic and challenging targets.

The project selection was made by the Comparative Testing Office of the U.S. Department of Defense, Office of the Secretary of Defense. The contract was awarded by U.S. Marine Corps (USMC) Systems Command, Program Manager for Training Systems (PM TRASYS) in Orlando, Florida as a Foreign Comparative Test project.

A team of robotic smart targets can execute complex pre-planned scenarios, moving in and out of sight of training instructors – behaving much as people do. For example, the system reacts to live fire: when one robot is hit, it falls, and the others immediately scatter and run for cover.

The smart targets can be used in a variety of different scenarios including-sniper training, escalation-of-force decision-making, hostage rescue, and executive protection.

Under the five-year contract, Marathon Robotics will supply the USMC with a smart target system for test and evaluation, with the option of acquiring additional systems on an Indefinite Delivery/Indefinite Quantity (IDIQ) basis. The total contract value comes to US\$50 million if all options are exercised. The USMC and other U.S. agencies will be able to purchase smart targets under the IDIQ portion of the contract.

"It's gratifying to be one of the few projects selected from hundreds of FCT proposals from around the world," said Alex Brooks, CEO of Marathon Robotics. "Over 90% of the Marines' FCT projects go to production, so we are confident that agencies who want smart targets will be able to get them."

The announcement, which was made in the NIC (National Innovation Centre) in the presence of Eric Rozendaal, the NSW Treasurer, sparked a flurry of media interest. After being televised on the Channel Nine News, articles appeared in the Sydney Morning Herald, The Age, Brisbane Times and radio interviews aired on ABC 702, Triple J, Radio National and 2GB.

Robots in the field



Marathon Robotics makes the world's first smart targets for live-fire training. The company's target robots enable armed forces to train with an unprecedented level of realism.

Autonomous operation is enabled by cutting-edge robotic technology and a scalable system architecture.

Phone: 9209 4021

Web: www.marathon-robotics.com

Newsflash!! Marathon Robotics wins the Innovation Excellence Award at Tech23.

NIC happenings & new clients



NIC happenings

Welcome to the latest edition of the ATP Innovations Newsletter!

As always there is plenty of client news to report on and this newsletter is no exception.

In this edition we introduce exciting new NIC resident companies Azalient, Propection, Environmental Biotechnology CRC and Evolvtech Partners. Congratulations to Marathon Robotics on their historic \$50 million contract with the United States Marine Corps, which was publicly announced in the NIC in the presence of Eric Rozendaal, the NSW Treasurer.

Also featured in this edition is the Bioline sale to Meridian BioScience, Chemeq's commercialisation agreement with Elanco, electronic design house LX Innovations' latest design triumph, Netleverage's ABC Channel 24 debut and Emotiv's award winning neuroheadsets.



Jimmy cooking up a storm in the MasterChef Kitchen.

If you were one of the 5.74 million viewers who watched the MasterChef final you may well have followed Jimmy Seevai's culinary passage through the show.

With his trademark curries, Jimmy cooked his way through the program until the final week. Amazing effort Jimmy!

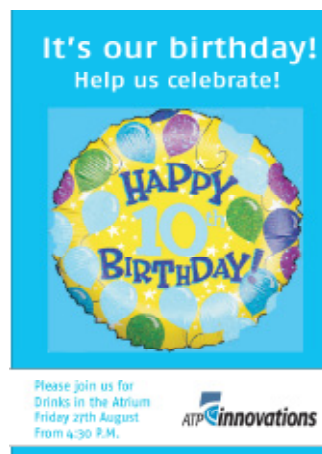
Happily out of the kitchen and back in the NIC, Jimmy is running his innovative food additive business, Better Health & Wellness Solutions and exploring opportunities arising from the show.



Jimmy is the founder of Better Health & Wellness Solutions

And finally ATP Innovations turned 10 in August!

We thank you for your support over the years, and equally it has been rewarding to support you and follow your growth. The occasion was marked with celebratory drinks in the Atrium on Friday 27th August.



New Clients

Welcome to new clients:- Azalient, Propection, Environmental Biotechnology CRC & Evolvtech Partners.

Propection

Propection is a health technology Company developing solutions to improve business processes within the hospital environment, leading to improved health care outcomes for patients.

Propection has products that use RFID to track the current location of assets, patients and clinicians within the hospital grounds, and other solutions to continuously measure the usage of high value inventory to optimise billing and procurement procedures.

For further information please contact:-

Peter Cronin

Phone: 0413 803 072

Eric Chung

Phone: 0414 958 205

Web: www.propection.com.au

Azalient

Azalient is a company originating from Scotland that has established an impressive Australian presence and client base including the RTA and NICTA. Azalient specialises in innovative commuter nanosimulation modelling software which analyses door-to-door trips made by people. The analysis includes all segments of that trip, from leaving the front door at home to the final destination, and the various ways of getting there, walking driving, taking the train. It is also makes dynamic route choice decisions, not only between possible routes of the same mode, but between different modes.

The success of the business has meant that Azalient has chosen to establish an Australian office and invest significant resources to build the market here as well as in the Asia Pacific region.

The Azalient team (Gordon and Gary) are thrilled to be setting up at the National Innovation Centre. They are keen to get to know the other companies and contribute to our community.

Gordon Duncan

Phone: 8005 8550

Web: www.azalient.com



New clients



EvolveTech - a new name for ITL Design and Manufacturing and a new approach to helping our clients' businesses succeed.

EvolveTech Pty Ltd is now the new name for ITL Design and Manufacturing.

Our new name reflects a re-engineering of our services to improve and extend our offering to clients. For our clients and our team, this is the start of an exciting new chapter working independently from the ITL Ltd Group of companies.

As EvolveTech, we will continue to focus on delivering industry best standard in product development services.

To better assist our clients to successfully commercialise their intellectual property, we have broadened these services at either end of the product development pathway to take advantage of our team's extensive knowledge and skills in device development for global markets.

The EvolveTech team has successfully commercialised profitable new technologies and intellectual property (IP) for the past 7 years. Within ITL Ltd, our team has brought new concepts to market generating over 20 global patents, 5 new products that have taken dominant market share in the US and delivered in excess of \$10 million with more than 50% margin per annum. These outcomes demonstrated our team's strong and consistent track record working in a public company, with global customers, in the public and private sectors in highly competitive, concentrated markets.

Our clients can now leverage this skill and experience in EvolveTech Pty Ltd. We are offering a full commercialisation service including:-

- Product planning and concept phase
- Business case
- Project planning and budgeting
- Product development
- Market analysis
- Final product phase and market entry

For more information or to discuss how EvolveTech can assist your business please contact:

Craig Wilson

Phone: 0425 203995

[EvolveTech's commercialisation services](#)

Environmental Biotechnology CRC

We warmly welcome the Environmental Biotechnology CRC Team who recently relocated from their office in Bay 3 Locomotive Workshop to the NIC.

Many of you are aware of their activities but as a refresher, the Environmental Biotechnology Cooperative Research Centre (EBCRC) develops advanced technologies based on biological systems to improve efficiency and reduce or utilise waste to benefit a wide range of industries and the environment.

EBCRC concentrates its research and commercial efforts in three core areas:

- biofilm prevention and dispersal
- rapid in-field microbial detection and control
- bioprocesses such as bioremediation and industrial wastewater treatment

Phone: 9209 4970

Web: www.ebcrc.com.au

Product planning and concept phase

- Identifying and prioritising the most profitable new product / intellectual property applications or opportunities
- Independent assessment of commercial viability of intellectual property

Business case, Project planning and budget

- Full product commercialisation and business planning
- Complete project and / or business management
- Business analysis
- Assistance with grant applications and fund raising
- Identifying potential markets and paths to market
- Idea generation and initial customer validation of ideas

Product development

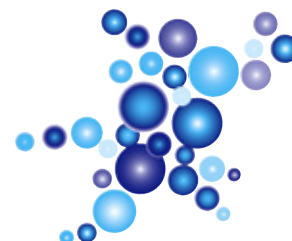
- IP strategy and management
- Product development via a proven stage gated process
- Prototypes
- Full product specifications

Market analysis

- Cost analysis / manufacturing options
- Marketing plans

Final Product phase and market entry

- Identification and screening of potential suppliers
- Management of initial production runs
- Customer validation and trials
- Full production planning and setup
- Marketing materials / collateral
- Market development and initial sales
- Ongoing technical / marketing support



Client news and awards



Emotiv wins design award

Emotiv Systems specialises in the design of human-computer interface devices and associated technologies. Their ground breaking first product the EPOC consumer neuroheadset, continues to go from strength to strength in terms of market growth and accolades.

The EPOC neuroheadset received an Australian International Design Award this year, and is currently on show at the Powerhouse Museum as part of the Design Sydney exhibition. It is also a finalist in the prestigious Engineering Excellence Awards (Australian Institution of Engineers) in two categories – Products and Innovations.

Emotiv was an invited speaker at the TED Global Conference 2010, a major international meeting on Technology, Entertainment and Design. TED videos typically reach over 50 million viewers worldwide. The EPOC was chosen as "THE" technology of the show.

Web: www.emotiv.com



NetLeverage partners with Attaché and debuts on ABC 24

NetLeverage, the global leader in virtual desktop and application delivery, has announced that ThinPoint™, its premium remote access and virtualisation product, has been incorporated into the new Attaché Accounts All-In-One, Australia's leading finance software for businesses outgrowing packages like MYOB and QuickBooks.

The partnership allows Attaché Software to offer remote support to its customers and provides users with remote access to their financial data in an affordable and secure manner.

A TV segment shown during the launch of the new ABC flagship news channel - ABC 24, featured doctors in the Northern Territory using NetLeverage's ThinPoint on an iPad to access medical records back in Sydney. Aboriginal Medical Services Alliance of the Northern Territory (AMSANT) has been running ThinPoint for several years and has recently introduced an iPad version with enormous success.

Web: www.netleverage.com.au



Bioline sale to Meridian Bioscience

Bioline is delighted to advise that Meridian Bioscience Inc. has completed the purchase of all the outstanding capital stock of the Bioline group of companies. The Bioline Management team is committed to this integration into Meridian.

There will be no immediate change in day-to-day operations as a result of this announcement.

Established in 1992 and headquartered in London, UK, Bioline is a leading manufacturer and distributor of PCR enzymes and molecular biology reagents providing complete product solutions to researchers in life science laboratories engaged in molecular biology.

The acquisition of Bioline by Meridian Bioscience Inc. will enable Bioline to better support its customer base, by investing in leading technologies to deliver outstanding reagents for assays, and to continue to strengthen their portfolio in the PCR and qPCR area, in addition to strengthening support and distribution channels around the world.

Their objective for the past 18 years has been to develop high quality and reliable products that make the difference, products that deliver consistent results time after time.

Bioline's core strength is its long experience, extensive know-how and production capability in nucleotide chemistry, PCR and qPCR enzyme technology.

Their reagents portfolio includes all associated components required for PCR and qPCR: DNA polymerases and master mixes, reverse transcriptases,

nucleotides, buffers, enhancers, additives and associated products.

Bioline's PCR and qPCR products are thoroughly validated on all the major instrument systems in the market.

Bioline will be integrated primarily into Meridian Life Science, however the Bioline brand will be maintained and enhanced.

For more information please visit:

Phone: 9209 4011

Web: www.bioline.com.au



Client news and awards



LX Innovations develops award winning Emergency Warning System

LX Innovations has been involved in the development of an innovative emergency warning invention, the YellowBird ALERT (Automatic Linking to Emergency Radio Transmissions) system. The YellowBird has won the Insurance Council of Australia's Annual National Community Resilience Award.

Invented by Canberra obstetrician, Dr Stephen Robson, and developed by LX Innovations, YellowBird is a modification to AM/FM radio which automatically activates a switch to receive emergency signals, in order to provide an immediate warning to Australian communities in response to natural and human-caused catastrophic events.

YellowBird is unique in that it has little or no infrastructure cost since existing AM and FM radio stations provide adequate coverage to more than 98% of the Australian population, and more than 90% of the population in the Asia-Pacific region. Designed for emergency management authorities, the only additional overhead would be the cost of one telephone call to radio stations to activate the YellowBird tone.

LX Innovations has been involved in the project from the first prototype; assisting in the development of the electronics, software, securing intellectual



LX Innovation's YellowBird

property, and meeting with stakeholders including the Attorney General.

LX Innovations is an experienced electronics design consultancy, specialising in wireless and embedded systems.

Yellowbird is yet another example of an innovative and leading edge solution from LX Innovations.

Yellowbird has been entered into the upcoming Electronics Future Awards, formally EDN, where LX Innovations won the 2009 EDN Innovation Award for best overall project as well as receiving a Highly Commended Award in Anthill's "Cool Companies" list.

Phone: 1800 810 124

Web: www.lx-innovations.com

Chemeq Technologies signs commercialisation agreement with Elanco

Chemeq Technologies has announced the signing of a collaborative research and commercialisation agreement with Elanco, the animal health division of Eli Lilly and Company.

The companies will collaborate to develop new animal health products using Chemeq's polymeric antimicrobial technology.

Under the agreement, Chemeq Technologies will receive research fees and will be eligible to receive milestone payments and revenues on any product developed.

Bill McHenry, Vice President, Commercial, for Chemeq, said, "This partnership is a very exciting development, and represents a new direction in animal health."

While the technology was developed around 10 years ago, it has taken some time to find the right partner to deliver the technology to the world.

"This deal represents a great fit between our technology and Elanco's global market reach."

This collaboration with Elanco is further demonstration of Chemeq Technologies' strong and successful partnership model. Chemeq Technologies also has a partnership with Arkema (France) to manufacture the technology using sustainable, bio sourced ingredients.

Chemeq Technologies Pty Ltd is a research and development company that has developed and patented a unique new anti-microbial polymer providing the human health, personal care, specialised industrial markets, and animal health markets with a safe, effective and resistance-free alternative to antibiotics and conventional biocides.

Phone: 9209 4864

Web:

www.chemeqtechnologies.com



Legal clinic



Bartier Perry Legal Clinic

Mark Allen of Bartier Perry is well known to the client base. Mark provides ATP Innovation clients with one-on-one legal advice at the monthly Bartier Perry Legal Clinics.

Now running in its fourth year, the Bartier Perry Legal Clinic provides an opportunity to receive initial legal advice on matters where the company may be uncertain if there is an issue or if there is an issue, the scale or ramifications of it.

Mark Allen has a particular expertise for fast growth technology companies and covers the following areas:-

- General advice on commercial issues and statutory interpretation
- Review of and comment on operational contracts (especially licenses, reseller/distribution agreements, R&D agreements, joint venture & alliance agreements, terms and conditions of trade etc)

- General advice on employment matters
- General advice on dispute resolution (before commencement of litigation)
- General advice on shareholder relations (including shareholder agreements, investment agreements etc)
- General advice on intellectual property protection and management (noting that we are not qualified as patent attorneys)

Mark has over 25 years experience as a corporate and commercial lawyer focusing on intellectual property and intellectual property commercialisation.

The depth of Mark's experience in this area enables him to assist in the formulation of strategy and deal structures and to efficiently handle or manage transactions.

Mark's practice has a particular focus on working with early stage and entrepreneurial enterprises requiring legal advice.

Mark is involved in the following industry organisations:

- Licensing Executives of Australia and New Zealand
- Australian Information Industry Association

Mark is the author of E-Commerce the Law & You published in Australia by Pearson Education.

ATP Innovations acknowledges and thanks Bartier Perry for their support of and assistance to emerging technology companies through the delivery of the monthly Legal Clinic and sponsorship of ATP Innovations bizNetClub.

Phone: 8281 7800

Web: www.bartier.com.au

Bartier Perry



Taggle Systems & Marathon Robotics win at Tech23

An inspiring day was had by all at this year's Tech23 2010.

Taking home the Tech23 Innovation Pathways Prizes, sponsored by Industry & Investment NSW, were Taggle Systems who won the Outstanding Collaboration for Innovation Award.

The Innovation Excellence Award was won by Marathon Robotics.

The prizes were announced by NSW Small Business Minister, Francesco Terenzini MP.

At the Tech23 Awards Presentation event held after Tech23 on Thursday 19th August, 2010. The Minister said that Tech23...

"is about turning smart ideas into smart businesses by supporting the commercialisation and growth of the best new ideas emerging from our ICT industry - the engine room of our growing digital economy."



Events



Calendar of Events

**ATP Innovations
Birthday drinks**
27 August 2010

**Successful Innovation
Workshop**
8 & 9 September 2010

BizNetClub Workshop
22 September 2010

Christmas Party
2 December 2010

Successful Innovation Commercialisation Workshop

Now in its 8th year, the Successful Innovation Workshop is the highly regarded commercialisation boot camp for final year and post graduate students from NSW universities, the ANU and research organisations, took place in the National Innovation Centre on 8 & 9 September.

We hope that you had an opportunity to meet this talented group during the workshop lunches and networking drinks.



Commercialising Your Research

Successful Innovation Workshop
8 & 9 September 2010

Practical 2-day Workshop for Post-Graduate Students

In this 2 day workshop you will explore ways to commercialise your research through practical case studies, workshops and networking.

At the end of this program, you will have a greater understanding of what is involved in successful commercialisation. Speakers will help you understand how to prepare yourself, what questions to ask and how to develop wealth from your research.

- Discover the best ways to commercialise your research
- Identify your full IP value and how to protect it
- Learn the essential elements of a business plan
- Gain an insight into market validation
- Understand business opportunities and investment options
- Take home valuable knowledge from industry professionals
- Network with government, university, CEOs and industry

when
8 & 9 September 2010

where
Seminar Room
Ground Floor
National Innovation Centre
Australian Technology Park
4 Cornwallis Street
Eveleigh, NSW 2015

contact
Britt Hartnett 9209 4461 or
info@atp-innovations.com.au



Securing funds for emerging technology businesses

Our next bizNetClub event will cover securing funds for emerging technology businesses.

Sourcing and securing capital is paramount for fast growth companies at every stage.

This workshop discusses fund-

ing strategies, the various sources of capital available, how to approach investors, how to be investor ready and expectations of managing investors, through a panel of VC, angel investors and experienced entrepreneurs.

Date: Wednesday 22nd
September 2010
Time 5.15 for 5.30-7.30pm

ATP Innovations' Christmas Party

Held in the NIC Atrium, this end of year event brings together our friends, partners and broader technology community. A highlight of the social calendar, not to be missed!

Date: Thursday 2nd
December 2010
Time 5.15 for 5.30-7.30pm

In partnership with:



Contact



ATP Innovations Pty Ltd
Suite 145 National Innovation Centre
Australian Technology Park
4 Cornwallis Street
Eveleigh NSW 2015
Phone: +61 2 9209 4444
Fax: +61 2 9319 3874
Email: info@atp-innovations.com.au
Web: atp-innovations.com.au