

INNOVATORS

A joint venture with the Ontario Centres of Excellence (OCE)

Technologies triumph at Discovery

If you missed last year's Discovery conference, you missed the chance to have a sneak peek at an Ontario invention poised to make a big market splash and potentially save thousands of lives.

Created by three McMaster University graduates, the CPRGlove was featured in *Time* magazine last fall as one of the "Best Inventions of the Year." Always a perfect fit, it automatically gives any user the chance to properly administer CPR. With a potentially huge global market, it's conceivable that every ambulance, commercial jet, hospital, factory, office building and school could make it an integral part of a first-aid kit.

Now imagine a showcase filled with equally ingenious Ontario technologies with the same potential commercial impact, and that's a snapshot of Discovery 08 — Canada's premier innovation and commercialization event hosted by the Ontario Centres of Excellence (OCE) at the Metro Toronto Convention Centre.

Discovery gives participants a unique opportunity to see, touch and try out a myriad of never-before-seen, Ontario-based technologies from the province's sharpest minds. Among them may be the next breakthrough that could have global markets knocking on Ontario's door.

Discovery's doors will open May 12 and May 13 to more than 1,500 scientists, investors, researchers, business leaders and entrepreneurs exchanging ideas, creations and, perhaps, investment capital.

"Discovery attracts the province's who's who when it comes to bringing new technologies to market," says Mark Romoff, OCE's president and CEO. "Ontario is a hot-bed of innovation, and this event will motivate, educate and celebrate what Ontario is capable of."

For OCE, its capability includes fostering the next generation of entrepreneurs, who will be given five precious minutes to convince venture capitalists, angel investors and other business experts they would be mad not to invest in their brilliant business ideas during the Elevator Pitch event. Consider it speed dating for future business leaders.

This year's conference also dares participants to cast aside traditional formulas for commercial success in favour of embracing the unknown — a theme mirrored through its world-renowned speakers, who insist conventional business models are for the birds.

Nassim Nicholas Taleb, author of *The Black Swan: The Impact of the Highly Improbable*, the top-selling non-fiction book on Amazon.com for 2007, is sure to get a reaction.

If you're unfamiliar with Mr. Taleb, the applied statistician and trader-turned-philosopher pulls no punches. He told *Forbes* magazine last year: "Random tinkering is the path to success. And fortunately, we are increasingly learning to practise it without knowing it — thanks to overconfident entrepreneurs, naive

investors, greedy investment bankers, confused scientists and aggressive venture capitalists brought together by the free-market system. We need more tinkering: Uninhibited, aggressive, proud tinkering."

Joining Mr. Taleb, and sharing his desire to challenge convention, will be Dr. Michael Raynor, author of *The Innovator's Solution and the Strategy Paradox: Why Committing to Success Leads to Failure (and What to Do About It)*, his most recent book.

"There is a direct relationship between *The Strategy Paradox* and what OCE does," says Dr. Raynor, referring to OCE's mission of creating new jobs, markets and prosperity by bringing together the research community, government and industry.

"Because of the size of its population, Canada faces understandable limits on capital, on the ability to conduct and fund research and on the supply of talented managers," continues the distinguished fellow at Deloitte Consulting in Boston.

"What my talk will focus on is how to get better at making strategic choices and reducing risks when bringing new technologies to market."

This year's Discovery conference features minimal risk in terms of participants being uninspired. More than 250 exhibitors will provide a flurry of demonstrations and presentations of cutting-edge inventions, going well beyond the traditional handshake and brochure.

"Last year's Discovery conference was a great venue to showcase our new hybrid automobile that makes use of solar power," says Michael Angemeer, CEO of Veridian Corp.

Moving from solar panels to expert panels, industry leaders from clean tech, life sciences and digital media will roll up their sleeves and discuss (and likely debate) industry trends, challenges and opportunities.

"At OCE, we're all about innovation and excellence," Mr. Romoff says. "But Discovery also offers us a platform to have fun and celebrate our successes."

Putting Mr. Taleb's theory on the importance of tinkering into practice, the Ontario Science Centre, one of OCE's science and technology awareness partners, will encourage participants to loosen their ties and take part in a *Survivor*-like engineering and scientific collaborative challenge.

The spirit of collaboration will also be reflected in OCE's Mind to Market Award, which celebrates the most outstanding OCE-supported research-industry collaboration, kicking off a conference that has no equal.

To register for this year's Discovery conference online, visit www.ocediscovery.com. Or, instead of knowing first-hand about Ontario's latest breakthroughs, you could just wait and read about it later in a magazine.



Technologies at the Discovery conference:(clockwise, from top to left) Cleanfield Energy's vertical axis wind turbine, Theralase's TLC-1000 series laser, AET Ltd.'s Ignition Quality Tester and Atreo Medical Inc.'s CPRGlove.

OCE TAKES MINDS TO MARKET

Five industry-research collaborations were selected as the finalists for OCE's prestigious Mind to Market Award, which will be presented at the Discovery conference.

"Representing some of the best OCE-supported partnerships, each collaboration demonstrates forward-thinking and possesses tremendous market potential, reinforcing that Ontario is rich in imagination and innovation," says Michael Nobrega, president and CEO of OMERS, a member of OCE's board of directors and proud sponsor of the Mind to Market Award.

ADVANCED ENGINE TECHNOLOGY LTD.

Advanced Engine Technology (AET) Ltd. is capturing the world's oil industry with a new, award-winning way to make diesel fuel a little sweeter with a testing process that will lead to cleaner, higher-quality diesel fuel and lower exhaust emissions. With the oil sector beginning to take notice of AET's Ignition Quality Tester (IQT), the company is now working with Carleton University in Ottawa to make the IQT even better. The IQT is already in use in more

than 50 petroleum and additive companies around the world.

CLEANFIELD ENERGY INC.

Think wind turbines and one often imagines giant propellers stretching to the sky. But what if they could be made smaller to power individual buildings or factories? Working with McMaster University, Cleanfield Energy — a leader in Ontario's alternative energy sector — has designed a compact wind turbine for residential and commercial use, even on rooftops. With Cleanfield's Vertical-Axis Wind Turbine, homeowners and businesses have a natural source of clean, reliable energy and reduced utility bills.

RAPIDMIND INC.

Imagine developing a computer solution now that computer experts say is five years away. That's what RapidMind Inc. has done, and no surprise, it's caught the attention of IBM, NEC and Hewlett Packard. RapidMind and the University of Waterloo are providing application programming interfaces that take advantage of the hardware potential

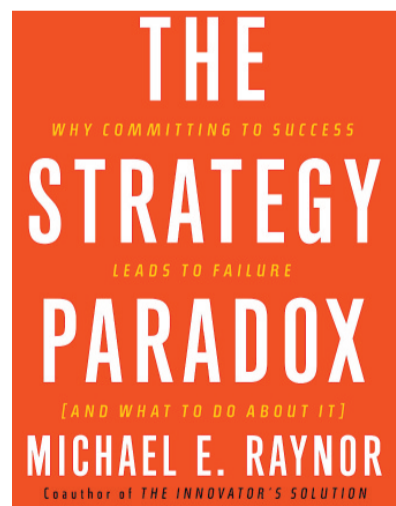
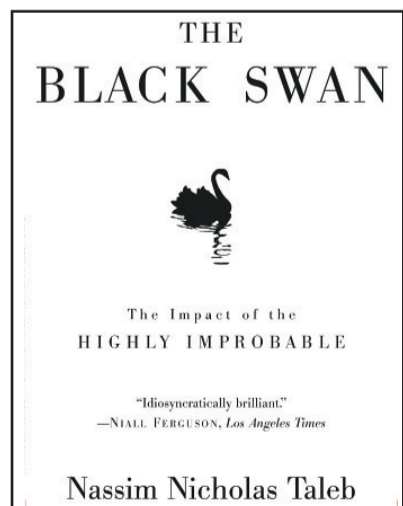
of that multi-core technology offers. The result — a computer that operates as much as 140 times faster, with enormous potential for areas such as medical imaging, database transactions and image and video manipulation.

REGEN ENERGY INC.

For building owners and operators of large industrial facilities, electricity bills can be an unpleasant jolt. Working with Toronto's Centennial College, REGEN Energy offers a way to go green and slash energy costs with its peak-demand management controllers. Installed in heating, air conditioning and other operating systems, the controllers "talk" to each other wirelessly, telling each system when to turn on or off for a few minutes at a time, resulting in huge savings.

THERALASE

Call it healing at the speed of light. Theralase, a world-renowned light therapy technology company, has collaborated with the University Health Network to create laser therapy products that zap wounds, ease inflammation and pain and even help treat knee and foot problems. The Mayo Clinic and The Scripps Institute are both very interested in seeing what its latest laser can do for knee osteoarthritis and diabetic foot ulcers. And hey, if the Toronto Blue Jays' ace, Roy Halladay uses this therapy for his pitching arm ...



WHERE CAPITALISTS VENTURE.

The future is wide open at OCE's **Discovery 2008** conference: **Challenging the Formulas for Commercial Success**. Connect with the bright minds and bold voices redefining what's next in innovation and commercialization. Register now at ocediscovery.com.

MAY 12-13, 2008
METRO TORONTO CONVENTION CENTRE

