

NJTC Outlook: Tech Companies to Watch

The New Jersey Technology Council is proud to announce a new category of honoree just in time for the 2008 NJTC Awards Gala. "Companies to Watch" is an exciting collection of companies we feel will surely continue to make their mark not only in New Jersey but throughout the entire world.

As their innovative technologies begin to get the industry recognition they deserve, the NJTC, and likely the finance community, will be watching these companies –Angel Medical Systems, Eden Park Illumination, mPhase Technologies, Roundbox, and Switch2Health, – very closely.

Angel Medical Systems: More than a million people in the U.S. have heart attacks each year. Only two-thirds survive, and half of those survivors suffer irreversible damage to their heart muscle. There are an additional eight million heart attack survivors from prior years.

Angel Medical (AngelMed) developed the Guardian, the first ever implantable, patient alerting system for the detection and prevention of heart attacks. Having successfully completed clinical studies both in and outside the U.S., the company was recently granted commercial approval in Brazil. AngelMed is now readying the Guardian product introduction and launch after closing its first significant Brazilian sales order. Further expansion to other Latin American countries and Europe is planned for 2009.

In the U.S., AngelMed completed its FDA feasibility study earlier in 2008 and has entered its pivotal trial. Additionally, the company licensed its detection technology to a major cardiac rhythm management company which has incorporated it into a next generation implantable cardiac defibrillator (ICD) scheduled for release in 2009. To date, the Guardian device has saved the lives of at least four clinical patients through the early detection of heart attacks.

Founded in 2002, the company is led by a seasoned management team and is the 14th medical device company founded by the Fischell family. AngelMed has a significant intellectual property portfolio with eight granted patents and more than 40 pending patent applications. For more information: www.angel-med.com

LiveLOOK is a web tool that enhances sales and customer service for online merchants. LiveLOOK enables a call center agent to "Co-Browse" and see what consumer sees online and help them shop for a solution that meets their needs.

A LiveLOOK button (or text link) is added to online merchant's website and when the shopper clicks it, the sales agent can see shopper's screen. Agents can "co-shop" while suggesting additional items and help complete purchases. LiveLOOK increases sales, and offers unparalleled level of customer service.

Unlike all other online collaboration technologies, LiveLOOK is: universal (works with any browser on any computer); requires no downloads; and is easy to set up. This innovative technology uses a fundamentally different architecture than incumbent VNC-based web conferencing applications (WebEx, GoToMeeting, LiveMeeting etc.) It is 100 percent browser-based and launches instantly from a single button click.

LiveLOOK, supported by a talented tech team of former AT&T Bell Labs developers, offers two products – one for phone support and the other for a live chat add-on.

mPhase Technologies, Inc. (OTC BB: XDSL.OB) is a development company specializing in microfluidics, microelectromechanical systems (MEMS) and nanotechnology. Through its wholly owned subsidiary AlwaysReady, Inc., mPhase is focused on commercializing its first nanotechnology-enabled product for military and commercial applications.

The Smart NanoBattery, providing Power On Command™, is a new well-patented battery technology based on the phenomenon of electrowetting. It offers a unique way to store energy and manage power that will revolutionize the battery industry. Features of the Smart NanoBattery include: potentially infinite shelf life, environmentally friendly design, fast ramp to power, programmable control, and direct integration with microelectronic devices.

The platform technology behind the Smart NanoBattery is a porous nanostructured material used to repel and precisely control the flow of liquids. The material has a Smart Surface that can potentially be designed for self-cleaning applications, water purification/desalination, liquid filtration/separation, and drug delivery.

mPhase has been awarded a Phase II Small Business Technology Transfer Program (STTR) grant, part of the Small Business Innovation Research (SBIR) program, from the U.S. Army for continued development of a reserve Smart NanoBattery for a critical computer memory application. For more information: www.mPhaseTech.com.

Roundbox is the leading provider of mobile broadcast software solutions for mobile operators and handset manufacturers. Products enable mobile operators to provide consumers innovative services that take advantage of next generation broadcast networks.

Roundbox's product innovations help operators provide consumers with services such as mobile TV, emergency notification, radio, and data services delivered continuously and with breakthrough economics.

Roundbox provides end-to-end software solutions for network operators and device manufacturers deploying mobile broadcast services. Roundbox has partnered with the world leader in video service guidance – Gemstar-TV Guide – to create the leading Mobile Electronic Service Guide (ESG) in the market, commercially available worldwide. Together, they have developed the industry's first and only "Total Mobile ESG" solution, which encompasses the most critical elements of consumer video guidance.

However, the full potential of mobile broadcast will not be realized if the technology is exclusively used for mobile TV. To meet this potential, Roundbox provides a datacast infrastructure platform which opens broadcast technology to a wide variety of third-party application developers in an easy to use, managed way.

Developers using the Roundbox Mobile Datacast Solution benefit from using a standards-based, high-level toolkit, which leverages their existing skill sets in web platforms like Java and mobile platforms like BREW. Operators use the Roundbox Mobile Datacast Solution to manage a network of third-party datacast application providers. For more information: www.roundbox.com.

Switch2Health: Overweight and obesity has reached epidemic proportions in the U.S., as well as worldwide. According to national data, it is estimated that 65 percent of Americans are now overweight or obese. The real challenge is in motivating individuals to be physically active.

Switch2Health work is focused on enabling individuals to build value and to benefit from their own physical activity. By increasing participation in physical activity, S2H plans to change the behavior and improve the health of individuals which is partially responsible for an epidemic in the U.S. and around the world.

Founded in 2005, S2H is an early stage developer of unique technologies and program. The company seeks to launch its innovative product integrated with a web-based rewards system to motivate individuals of all ages to be physically active and lead a healthier lifestyle.

The company received a \$200,000 Edison Innovation Fund investment to support its continued growth in North Brunswick. The company was also awarded a \$50,000 grant by the New Jersey Commission on Science and Technology (NJCST) to accelerate the business development process and produce significant value for the company. The award was on a competitive basis, and designed to assist emerging businesses achieve a critical milestone in their commercialization path. For more information: www.switch2health.net.