



Press Release

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Winners Announced in First Annual IP2M Competition

Washington, DC – An intense four-month competition concluded last week when the Southeastern Universities Research Association (SURA) announced the winners of its first annual Intellectual Property to Market (IP2M) competition. Member universities – including intramural teams from Auburn University, Florida Institute of Technology, Virginia Polytechnic Institute and State University and University of Maryland at College Park – competed for top honors and prizes given on October 2, after 20-minute “elevator pitch” presentations.

Dr. Wu Feng’s team from Virginia Tech took first place for his commercial opportunity titled Eco-Daemon: Power-Aware Systems Software. His commercialization team includes his graduate research student Song Huang and Virginia Tech alumnus Bob Summers. Dr. Feng’s patent-pending approach uses software to automatically reduce energy consumption by as much as 60 percent while programs run on server and desktop computers. According to the winning team, energy costs can reach \$30M a year for a typical 40-MW data center. IDC expects the energy bills for these centers alone will grow to \$60B by 2009 globally. Thus, this technology is timely in its ability to reduce the total cost of ownership of computing systems – ultimately delivering better return on investment.

“This award will allow for small but key commercialization efforts for EcoDaemon and push us to the next level of commercial viability,” said Dr. Feng, Principal Investigator and Director at Virginia Tech’s Synergy Laboratory. “We are grateful for the recognition by the judging panel that our technology has potential for real impact. The IP2M event provided vital feedback and contributes to the rising prominence of Virginia Tech as a leader in computing and information technology,” Dr. Feng concluded.

The second place winner was Dr. Kunal Mitra of Florida Tech’s Biomedical Engineering Program for his opportunity pitch *Non-Invasive Early Cancer Diagnostics*, a short pulse laser-based optical tomography system. Dr. Mitra’s development intent is geared towards a non-invasive, real-time cancer diagnostic system that is less expensive, more comfortable, and faster than current market technology. As second place winner, Dr. Mitra received a workshop prize sponsored by National Collegiate Inventors & Innovators Alliance (NCIIA).

Third place was awarded to Dr. Syed Murshid, an Associate Professor of Electrical Engineering at Florida Tech, who specializes in photonics. Dr. Murshid’s *Spatial Domain Multiplexing* is a unique telecommunications solution that multiplies bandwidth using existing fibers running near or at capacity. The patented technology is a simple retrofit/add-on for existing telecom hardware, and promises to quadruple the amount of information carried on a single fiber. Dr. Murshid received a market and advisory report sponsored by FedEquity LLC.

Jerry P. Draayer, SURA President & CEO said, “We were very pleased to bring these promising technologies and teams together in this first of its kind event. Providing collaborative, supportive commercialization opportunities is a big part of SURA’s mission.”

Honorable Mention Awards (in no particular order) went to: Dr. Mehdi Kalantari, Research Scientist in Electrical & Computer Engineering at University of Maryland for his patent-pending *Active RF Test (ART): Real-time Sensor Systems for Bridge Safety*; and Dr. Paul Swamidass, Director, Thomas Walter Center at Auburn University, for his proposed business named *Polymer Actuators and Sensors, Inc. (PASI)*, which is based on inexpensive “smart” patent-pending polymer material for pressure sensor and precision actuator applications. The panel of judges consisted of Oxantium Ventures (Washington, DC), National Collegiate Inventors & Innovators Alliance (Hadley, MA), Harris & Harris Group (New York, NY), Core Capital Partners (Washington, DC), and FedEquity LLC (Denver, CO).

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About IP2M

Launched earlier this year by Southeastern Universities Research Association (SURA), the IP2M competition is designed to highlight, promote, and challenge the most promising technologies, intellectual property (IP) and talent from SURA Member colleges and universities. The goal of IP2M is to provide a competitive educational and entrepreneurial experience in which commercial path, viability, and college/university leverage are focused. For more information including please visit www.sura.org/ip2m.

About SURA

The Southeastern Universities Research Association (SURA) is a consortium of over 60 leading research institutions in the southern United States and the District of Columbia established in 1980 as a non-stock, nonprofit corporation. SURA serves as an entity through which colleges, universities, and other organizations may cooperate with one another, and with government and industry in acquiring, developing, and using laboratories and other research facilities and in furthering knowledge and the application of that knowledge in the physical, biological, and other natural sciences and engineering. For more information, visit www.sura.org.