



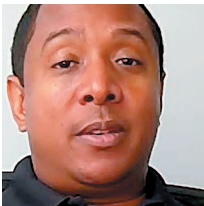
Faces of Technology

The People

All across the Florida High Tech Corridor are fascinating people doing amazing things in companies large and small. These faces of technology are driving a region that is home to an estimated 70 percent of Florida's high tech activity. They are the force of innovation in a state committed to expanding its technology industries through partnerships with higher education.

This year, *florida.HIGH.TECH* 2010 ventured out to meet them in a new and exciting format ... asking them to interview themselves. Creating a virtual "camera crew," we sent 16 tech leaders a Flip video camera package and had them tell us about themselves, their companies and their technology. In this feature, we've captured their story in vignette form and invite you to venture on afterward to www.facesoftechnology.com to see and hear first-hand their full story.

Chances are you may have something in common with them. We invite you to become a Fan of Faces of Technology on Facebook, and begin a dialogue with these and more faces of technology you'll find as that community grows.



Business Development Director | Prioria Robotics | Gainesville | www.prioria.com

Derek Lyons ▶ *Prioria Robotics develops autonomous Unmanned Aerial Systems (UAS) whose embedded computerized processes for flying and maneuvering make 'smart' airplane drones for military and commercial applications.*

Your roots: Prioria's management team is made up of University of Florida graduates who founded the company in 2003. We licensed the patents from UF for their Unmanned Aerial Vehicles and since then have further advanced the technology to include collision avoidance capabilities, side cameras and image processing.

What's hot: Our feature UAS product, the Maveric, not only uses our custom-embedded processing for real-time communication with the plane, but also has flexible wings that can bend down to fit inside a six-inch tube, making launch as easy as removing the Maveric from the case, setting the coordinates and throwing it into the air.

Recent breakthroughs: We performed a demonstration of the Maveric's flight capabilities for the special operations command at Ft. Bragg in North Carolina. We were able to successfully fly in 25-plus knot winds and 31-knot gusts sustained, making ours the smallest man-portable UAS in the world to be able to handle those kinds of winds.

Sector Stats



Aviation & Aerospace

- ▣ Number of Companies: **121**
- ▣ Number of Employees: **16,001**
- ▣ Payroll: **\$1.2 billion**
- ▣ Average Employees Per Company: **132.2**
- ▣ Average Annual Salary: **\$75,383**



▶ CTO | Fintech | Tampa | www.fintech.net

Clark Huang ▶ *Fintech provides electronic funds transfer (EFT), invoice settlement and eCommerce solutions to buyers and sellers of regulated goods and services in the convenience store, grocery, drug, and restaurant/hospitality industries.*

How did you get your start?: I've always been interested in computers and new technology. During high school, I ran bulletin board systems before the Internet really existed.

The technology: We take the electronic invoices from the alcoholic beverage distributors, transform it into a common format and then convert it into a retailer-specific data format. At the same time we validate all the payment terms, as alcohol payment terms vary in all 50 states, and we move that money from the retailers' bank accounts to the distributors' bank accounts. We're basically improving the efficiency of a payment process that has been in place since the end of prohibition in the 1930s.

Sector Stats

Financial Services

- ▶ Number of Companies: 11,636
- ▶ Number of Employees: 103,433
- ▶ Payroll: \$6.2 billion
- ▶ Average Employees Per Company: 8.9
- ▶ Average Annual Salary: \$59,980



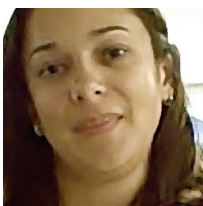
▶ CTO & CPO | Baxxa Corp. | Daytona Beach, facility | www.baxxa.com

Dr. Dennis Tribble ▶ *Baxxa Corporation provides solution-based technologies for medication handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging and administration of medications.*

How did you get your start?: Going through pharmacy school was both business training and professional training, and that helped me prepare for what turned out to be my love affair with computers and computer-controlled medical devices.

Favorite part of the job: That it's never the same. I spend a lot of time interfacing with customers. I get to spend a lot of time doing research and development. I participate at the national and state level in pharmacy organizations setting practice policy.

What's hot: Everything we make has a patient receiving an intravenous dose on the other end of it – something we take very seriously. After having produced 26 million doses on our automation products we have yet to be involved in a patient incident.



▶ Director of Orlando Operations | Virtual Reality Medical Center | Orlando | www.vrphobia.com

Angela Salva ▶ *The Virtual Reality Medical Center (VRMC) specializes in treating and rehabilitating medical disorders including traumatic brain injuries, as well as training military medics in a simulated battlefield environment using life-like wound prosthetics.*

How did you get your start?: Growing up I always wanted to be a physician, but in college I pursued computer science. Now at VRMC, I can apply both my engineering background and education with my passion for medicine.

The industry: The Modeling, Simulation and Training industry has continued to grow, primarily because we have made such strides in technology development and also continue to provide a cost savings to the government and other organizations that have been able to capitalize and leverage this technology.

Goals: Some of the things I would like to contribute to the industry's future, personally, are developing new technology, growing the job market in our industry, and also opening doors for young female engineers, such as myself, in finding jobs similar to mine or even better opportunities here in Central Florida.



VP of Innovation | Voalte | Sarasota | www.voalte.com

Trey Lauderdale ▶ Voalte developed a customizable application that improves communication among clinicians to improve patient care. The main focus of the application is to enable critical alarms and notifications, easy to use text messages, voice override communication – all brought together in one device: the Apple iPhone.

Greatest achievement: Taking a product from concept, installing it and then having it go live at Sarasota Memorial Hospital, our first pilot site. It's easy to come up with great ideas, but to actually put the team together, implement the solution, and have the customer be satisfied with the end result has been a great experience. We look forward to repeating that over and over again.

The Industry: We really see ourselves as the catalyst to getting the iPhone and other smart phones inside hospitals and health care organizations ... taking this consumer-focused device and making it ready for business and real-world applications.

The Region: The ground is set for things to change and for great innovation to come out of the state of Florida.



Animation Director | Coalter Digital | Melbourne Beach | www.coalterdigital.com

David Coalter ▶ Coalter Digital Animation Studio designs and produces realistic 3-D digital animations and renderings for engineering firms, architects and advertising agencies.

What's hot: We take technology that was created for animated features in the film industry (similar to what companies like Pixar use) and apply that to technical concepts. Unlike with traditional mediums such as PowerPoint or still imagery, defense and engineering companies that are going after large billion-dollar jobs are able to communicate these concepts in a clear and concise way so people who don't have technical backgrounds can understand them. Many of our animations have been used to brief Congress and other major decision-makers.

The technology: We integrate multiple effects to create the most realistic video: motion capture, live action, digital effects and animation.

Favorite part of the job: It really feels good to be on the leading edge of a new technology concept and to set a trend that companies are starting to acknowledge and use on a regular basis.



CEO | METI | Sarasota | www.meti.com

Lou Oberndorf ▶ METI (Medical Education Technologies Inc.) provides 21st century learning technologies based on human patient simulators that provide true-to-life health care learning opportunities.

Your roots: We were the first adopters of what was then revolutionary technology. It was created at the University of Florida by a team of anesthesiologists and biomedical engineers back in the early 90s.

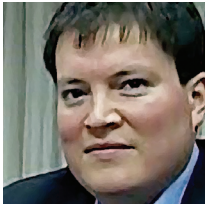
What's your mantra?: We started with five people in 1996 and we're over 175 today. Our mantra from the very beginning is to think like a small company, like an underdog, and constantly innovate our own technology before somebody else does.

What's new: We've just brought out a whole portfolio of products which we started 3-4 years ago, and we've been able to provide them at a lower cost.

Sector Stats

Information Technology

- Number of Companies: 4,794
- Number of Employees: 42,506
- Payroll: \$3 billion
- Average Employees Per Company: 8.9
- Average Annual Salary: \$72,608



► CSO
| Accentia Biopharmaceuticals | Tampa | www.accentia.com

Dr. Carlos Santos ► *Accentia Biopharmaceuticals commercializes health care technologies for the treatment of a broad range of chronic, debilitating and life-threatening diseases.*

Recent breakthroughs: We manufacture BiovaxID, the first personalized cancer vaccine for non-Hodgkin’s lymphoma. This is a therapeutic vaccine that targets the tumor by harnessing the patient’s own immune system to fight the cancer cells, instead of trying to kill them with the standard chemotherapy drug.

What’s hot: Personalized medicine is really a new model for treating disease. BiovaxID as a cancer vaccine is tailored for every patient specifically. We first take a patient’s tumor biopsy when it’s diagnosed and we manufacture a specific vaccine that is unique to the patient and works with the cells in their body.

Goals: In 2010, we will be focused on getting the vaccine through the regulatory agencies and eventually submitting it for approval both in the U.S. (through the FDA’s Biologics License Application) and its counterpart in the European Union.



► President & CEO
| VaxDesign | Orlando | www.vaxdesign.com

Dr. Bill Warren ► *VaxDesign is an emerging biotechnology company that develops a surrogate human immune system for multi-dimensional analysis of blood that makes predictions about how certain populations would respond to a particular drug or vaccine.*

Goals for the future: To reduce animal studies, to help our customers make better vaccines, and make drugs faster and cheaper to produce.

Biotech in the Corridor: We have some great partnerships going on with Florida Hospital and Florida’s Blood Centers, as well as with UCF. And we’ve also teamed up with several local biotechnology companies. There’s a really collaborative spirit here.

What’s new: Our system has correctly predicted human immune responses when the animal model has not. So we have stopped vaccines because we saw there could be adverse effects.



► President
| Optima Neuroscience | Alachua | www.optimaneuro.com

Dr. Ryan Kern ► *Optima Neuroscience develops advanced technology that analyzes the complex electrical signals of the brain to very accurately detect and predict critical changes, allowing clinicians to alert staff and care providers so that they can intervene appropriately at the bedside.*

Your roots: Researchers at UF analyzed the brain’s electric signals (called EEG), and found that, although there are many different types and causes of seizures, they all have in common an abnormally organized state of the brain. By applying complex mathematical algorithms, they developed a way to detect and even predict seizure activity before it happens. This platform technology is the first clinical application we’re pursuing.

Research backing: Grant funding has gotten us to where we are today. As the recipient of more than \$2 million in NIH funding, we’ve built a team of scientists and developers, developed our first commercial product and led it through clinical trials.

What’s new: Our first product, IdentEvent, is a software package to help specially trained neurologists review EEG recordings.

Sector Stats

Medical Technologies

- ▣ Number of Companies: 255
- ▣ Number of Employees: 10,928
- ▣ Payroll: \$554.9 million
- ▣ Average Employees Per Company: 42.9
- ▣ Average Annual Salary: \$50,782



Senior Design Engineer
| Dais Analytic | Odessa | www.daisanalytic.com

Brian Johnson ▶ *Dais Analytic designs and manufactures new products in ventilation and air quality, water clean-up (desalination and waste treatment), energy storage, immersion coatings, and high performance fabrics using patented nanotechnology-polymer processes.*

Favorite part of the job: Our future products with game-changing potential. It's not often that a company gets to develop and patent an entire class of new materials that can alter the way we live. Turning sea water and waste water into pure drinking water has limitless possibilities.

Our goals for the industry: Focus on saving significant amounts of energy and global warming emissions in the heating, ventilating and air conditioning industry, and then increase the world's potable water supply.

What's new: Our Conserv Energy Recovery Ventilator, which uses our membranes to transfer heat and humidity into or out of the fresh air being used to ventilate buildings. It reduces air conditioning and heating, dramatically lowering energy costs.

Sector Stats

Microelectronics

- Number of Companies: **244**
- Number of Employees: **29,777**
- Payroll: **\$2.46 billion**
- Average Employees Per Company: **122**
- Average Annual Salary: **\$82,716**



CEO | Solicore | Lakeland | www.solicore.com

Dave Corey ▶ *Solicore is the world leader of embedded power solutions, offering a flexion product portfolio of advanced, ultra-thin flexible lithium polymer batteries for powered cards, RFID devices and micro medical devices.*

What's hot: Solicore batteries can be hot-laminated into a plastic credit card, and they can take the wear and tear of postal delivery and survive up to three years. Solicore is also working with groups that created new methods of drug delivery through powered medical patches that will change the way drugs are administered.

Advice: Have patience. Market adoption is something that takes more time and effort than anyone realizes, but staying patient can effectively build a strong foundation on a solid technology.

The future of the industry: We are currently working on the world's first three-volt printed lithium battery. This breakthrough will enable a battery to be printed in hundreds of millions of units annually and will dramatically reduce the cost of the battery.



Founder & Chief Scientist
| Advanced Magnet Lab
| Palm Bay | www.magnetlab.com

Dr. Rainer Meinke ▶ *The Advanced Magnet Lab (AML) provides revolutionary technology for the design and manufacture of advanced coils, magnets and magnet systems for a variety of applications and markets including renewable energy and the medical field.*

Favorite part of the job: Building something and seeing it work is really a great feeling. If in the end it is successful, it was worth all the effort that you had to put in it – it's an adrenaline rush.

What's hot: Electromagnets haven't changed much since the days of Nikola Tesla, but we've come up with technology that revolutionizes any kind of electromagnet – our coil configurations are much more complex yet much more versatile. I think our patents in this field will have enormous future implications.

What's new: We're working on drug delivery systems using magnets, so drugs could be magnetically directed and steered.



▶ CTO
| Ocean Optics | Dunedin | www.oceanoptics.com

Jason Eichenholz ▶ *Ocean Optics is the world leader in solutions for optical sensing, enabling diverse applications in medical and biological research, environmental monitoring, life science, science education and entertainment lighting and display.*

What's hot: Our next generations of systems are going to be much smaller and more compact, leveraging nano photonics and microelectronic technology and enabling applications that don't exist today.

Favorite part of the job: The uncertainty. There is such variety that I never know on a daily basis what our spectrometers are going to be used for.

The industry's future: I see a lot of growth opportunities for Florida's photonics industry. There's a good base of technology to be transferred from UCF and USF, a lot of expertise in photonics.



▶ Director of AMPAC & NanoScience Technology Center
| AMPAC, UCF | Orlando | www.ampac.ucf.edu

Sudipta Seal ▶ *AMPAC (Advanced Materials Processing and Analysis Center) engages in materials research and education and provides facility, faculty, and student support not only to all UCF units, but also to researchers from industry, university and government organizations.*

What's new: The rare earth oxide nanoparticles that we create can be used for a variety of biomedical applications including Alzheimer's, retinal degeneration, anti-inflammatory therapies and anti-angiogenesis (cancer) treatment.

Favorite part of the job: By treating the surfaces of fly ash, a byproduct of power plant smokestacks, we can convert it into a so-called cement substitute, creating a concrete block which has excellent strength and is also very lightweight. By doing so, we'll be able to reduce a huge CO₂ emission on the atmosphere.

Our goals for the industry: Our work with waste materials and cleansing nanoparticles will create a better environment for years to come.



▶ President & CEO | .decimal | Sanford | www.dotdecimal.com

Richard Sweat ▶ *.decimal Inc. is a medical device manufacturer that produces custom-made, patient-specific radiation therapy devices for cancer patients around the country and now Japan.*

How did you get your start?: When I was a kid I wanted to be a paramedic. I grew up watching "Emergency" on TV and I liked the idea of helping people. I went through paramedics at Seminole Community College, and then worked at Radiation Technology.

Biggest challenge: The biggest challenge facing tech companies today is keeping up with the pace of the changing technologies. At .decimal, not only do we have to change with technology with the clinic and what our customers are using to treat cancer, but also software technology, IT technology, manufacturing technology and trying to spread that around the globe.

Motto: My motto is "never forget about the patient."

What's new: Our newest product is electron conformal therapy bolus. These are used for cancer patients with tumors that lie very superficially to the skin's surface. The bolus conforms the dose to just underneath the tumor volume, sparing healthy tissues.

Sector Stats

Optics & Photonics

- ▶ Number of Companies: 95
- ▶ Number of Employees: 2,938
- ▶ Payroll: \$167 million
- ▶ Average Employees Per Company: 30.9
- ▶ Average Annual Salary: \$57,023

Other Technologies – Media/Telecom/Research & Engineering

- ▶ Number of Companies: 4,153
- ▶ Number of Employees: 61,853
- ▶ Payroll: \$4.0 billion
- ▶ Average Employees Per Company: 14.9
- ▶ Average Annual Salary: \$64,350