

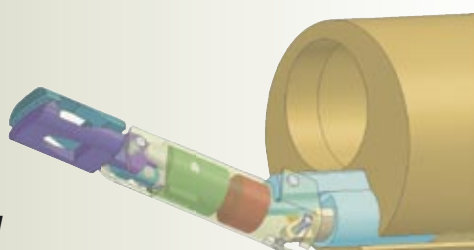


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### AMENITIES & ATTRIBUTES

- 50+ Acres of Available Land
- 3 Lakes And 6 Miles of Jogging Trails
- On-Site Child Development Facility
- Located On The 101 Freeway In Tempe
- Within The Science/Technology Corridor
- Streamlined Design Review

### For information contact:

ASU Research Park  
8750 South Science Drive  
Tempe, Arizona 85284  
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## TENANTS LOVE THEIR NEW LOCATION

“Our location at the Park met all of our criteria including a strategic location with access to the Southeast Valley high tech employment pool and proximity to similar technology companies with a bent towards R&D.”

– Ernest Villicana, President, PowerOneData

“At the Research Park, I have the best of both worlds: a collaborative lab environment on the ASU campus and an office and testing facility at the Research Park

– Dragan Grubisic, Laser Technologies DG Inc.

“The ASU Research Park is the perfect environment for industry and university collaboration and the creation of centers of excellence”

– Dan Nienhauser, Director of MacroTechnology Works

“We were looking for an inviting location, easy access to major freeways, and a working relationship with Arizona State University.”

– Dr Randall Craig, Partner, Reproductive Medical Institute



## Reproductive Medical Institute (RMI) Builds Facility

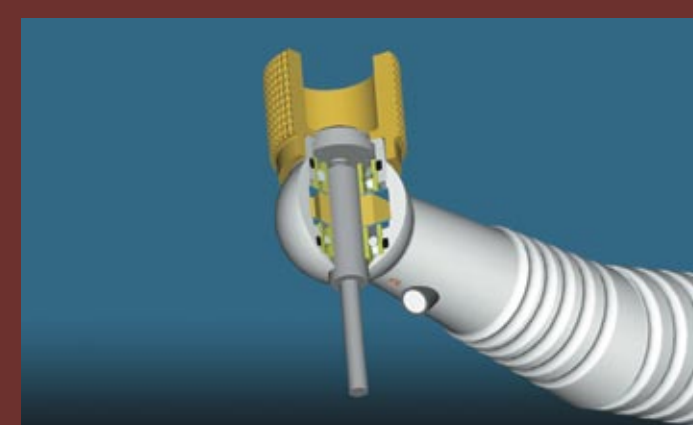
In June, the Reproductive Medical Institute will become the Park's newest tenant. RMI is a consortium of research oriented medical practices and businesses dedicated to providing fertility and reproductive related services. The Fertility Treatment Center, the largest member of the partnership will have 25 employees including two reproductive endocrinologists, an embryologist and nurse practitioners, lab and research technicians. FTC has become a leader in the field of fertility medicine with a large physician referral network and among the highest pregnancy success rates in the southwest region. Dr. Randall Craig, the Medical Director of the Fertility Treatment Center holds several patents for reproductive technologies and believes there will be many advances in the next few years in reproductive research in the areas of genetic diagnosis, gene amplification and micro array DNA analysis. “Our large patient base at RMI provides an extensive source of data for clinical research which we hope to share with our research partners for the advancement of this field.”

RMI will build a 36,000 square foot facility which will also house other members of the consortium to include an apothecary, and a Zen tranquility garden. Website: [www.fertilitytreatmentcenter.com](http://www.fertilitytreatmentcenter.com)



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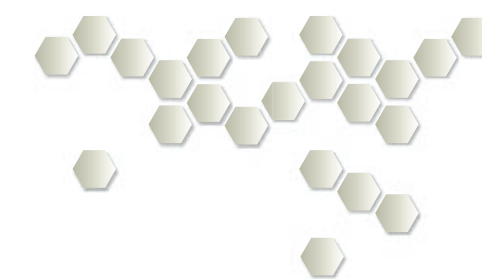
Mechanical arm developed by Phoenix Analysis and Design Technologies

### ASURP'S NEW TENANTS

Intrinsic Bioprobes, Inc will become a tenant in the new Reproductive Medical Institute facility  
GE Healthcare Codelink is the newest tenant in ASU MacroTechnology Works facility

To subscribe to the Research Park's electronic newsletter, log on to [www.asuresearchpark.com](http://www.asuresearchpark.com) and click "Request Newsletter" at the bottom of the first page.

Arizona State University Research Park



# MacroTechnology Works

## A True Consortium of Public/ Private Partnerships

MacroTechnology Works' Centers of Excellence (COE) rapidly transforms scientific discovery into useful technology and business applications, embracing the unique vision of the New American University at Arizona State University.

Inside the Flexible Display Center (FDC)—the principal MacroTechnology Works (MTW) Center of Excellence—resides a unique consortium of private/public sector entities focused on developing flexible, low power, rugged, light-weight military devices under the auspices of a \$44 million Army initiative grant. Housed together in the ASU Research Park, MTW building are the FDC industrial/academic team, the North American headquarters for EVG, Honeywell Electronic Materials and ITO America, with additional FDC partners including Rockwell Collins, Raytheon, E Ink, Kent Displays and General Dynamics among others. The FDC combines the resources, talents and technologies of the federal government, university and industry partners to provide an unparalleled core capability and shared innovation potential in flexible display technology creation.

Through applied research and product development embedded within a university research laboratory, MTW acts as a hub for Centers-of-Excellence (COE) that are comprised of outstanding scientists, researchers and product development experts, collaboratively involved in advancing applied research and focused on a certain collection of technologies. MTW culture fosters collaboration among its COE's with an appreciation for industry partners' product-to-market and manufacturing-scale requirements. "The MTW model," says Dan Nienhauser, Director, "provides the necessary catalyst to enhance conceptual research's climb up the development curve. By bringing a customer's needs and expectations, industrial trained design capability, prototyping support, process optimization and quality system services into the research lab, we vastly improve the likelihood of developing a product that will succeed in the market, and be useful to society."

Recently ASU was awarded a major National Institutes of Health (NIH) grant as a member of a Consortium led by Columbia University to develop a product for very high throughput minimally-invasive radiation biodosimetry. MTW is included in the project to provide professional, "industry grade," project management and quality systems support to enhance the product development process, a groundbreaking approach for academic research and development activities. Because of the diverse mix of institutions involved in the three part program, project and systems management are critical to the success of the first-ever product focused NIH initiative. The Institutions involved in the five year project include: Columbia University (lead); Harvard University School of Public Health; Arizona State University's Biodesign Institute and MTW; the National Cancer Institute; University of Pittsburgh Medical Center; Translational Genomics Research Institute; Sionex Corporation; and the City of New York Department. **ASURP**



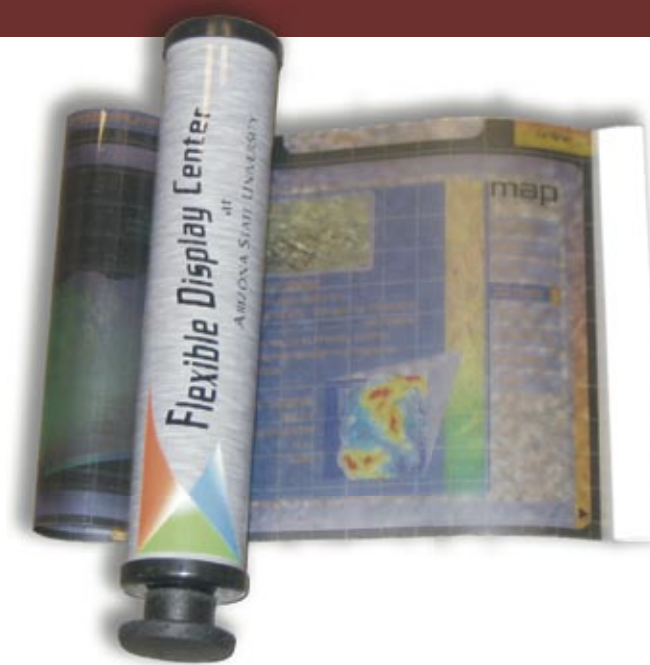
Dan Nienhauser, Director

### On the record with Dan Nienhauser

**What is so unique about MTW?**

**MTW's model is to undertake and advance complex applied research for the benefit of society through collaborative engagement of private and public enterprises. By bringing a customer voice and process into the research lab, academics will succeed at building innovative products and platforms.**

Dan Nienhauser is currently Director of MacroTechnology Works at ASU having recently moved to Arizona from New York. For more information contact MTW@ASU.EDU.



### Update from the ASU Flexible Display Center

Center Director Greg Raupp recently commented on FDC's progress, "This is an exciting time in the evolution of the FDC. We have transitioned from building the Center to building technology, and are making advances at a dramatically accelerated pace." He notes the following milestones:

- 17 member companies now on board and actively collaborating on technology development and integration
- 6" wafer-scale Pilot Line up and running transistor arrays on flexible substrates
- The first major flexible display Technology Demonstrator schedule for unveiling at the June 2006 Society for Information Display Conference.



## Edward Jones Holds Ribbon Cutting on Third Building

On December 8, 2005, Edward Jones christened its new 100,000-square-foot, four-story building at the Research Park. The building is the third in the financial-services firm's regional campus endeavors and will include associates from the Firm's operations and products and services divisions. Edward Jones opened its doors at the park nearly four years ago with 64 associates. Their objective was to establish a regional campus capable of training investment representatives and providing critically needed data back up and recovery capabilities. The Tempe campus has gone well beyond that vision with 350 associates today. Tempe's associates now represent five of nine divisions of the firm and embody the true spirit of Edward Jones. "With the dedication of this third building, we will add 550 highly trained and enthusiastic associates who are dedicated to our firm's single mission of helping individuals achieve their financial goals. These positions represent quality jobs to our community, advancement opportunities to our associates and ensure our customers are getting the best service in the industry," said Kim Webb, principal, Edward Jones. **ASURP**



## PowerOne Applies "Demand Response" Technology in the Utility Industry

**A chat with the CEO: What does your company do?** PowerOneData offers information technology which helps solve long term utility company issues using an advanced automated metering system. This system provides a number of benefits: eliminates the majority of monthly meter reading cost, reading error, improves billing and power outage services, improves load management, offers an efficient rate plan management capability and helps reduce energy theft losses. This system offers business intelligence to improve power purchases and sales forecasting, improves capacity planning accuracy as well as power grid management. Our solutions are based on the industries most advanced hardware and software systems utilizing cutting edge, embedded processors, power-line-carrier, wireless modems, and internet based data management technologies.

**How did your company get started?** We began operations in September of 2000. There was no better place to launch this Enterprise than in Arizona where progressive utilities lead the Nation in the application of Demand Response through the aggressive marketing of advanced rate plans known to the Arizona consumer as "Time-Of-Use." With the physical and financial assistance in the beginning from Phelps Dodge Corporation, the first generation was born and test piloted in Morenci and later in Tucson, Arizona. More recently, a very advanced, second generation, cellular communications based systems was tested in Phoenix with Arizona's largest electric utility.

**Why is this technology important?** The company was built on the premise that Information Technology, when applied in partnership with a Utility and its end energy consumers, could produce significant financial savings for both parties. This concept later became known in the Industry as "Demand Response" where price signals are sent to the consumer by the utility to influence consumption and better utilize the use of electricity. The broad use of this technology will eventually lead to building fewer polluting power generation facilities and associated power distribution lines.

**I can see you are passionate about this product?** It brings us immense gratification to bring to the world markets impacting technology that dramatically changes the way electricity is retained and the cost saving benefits that it will bring to the world populous. As a reference, the estimated annual cost savings for the U.S. after full technology deployment is \$6 billion.

PowerOneData is a global company employing 31 people, 12 in the Global Corporate Headquarters in Tempe at the ASU Research Park and 19 people in our International office in Bangalore, India. For more information, visit our website at [www.poweronedata.com](http://www.poweronedata.com). **ASURP**



FDC Transistor Arrays on Plastic for Flexible Displays

## presidentandfounderofpoweronedatacomeshometoasu

Ernest Villicaña is PowerOneData's Chairman, President, CEO and Founder. Over his five-year tenure Ernest has led PowerOneData to the initial stage of commercialization and poised for rapid growth. Ernest is an Arizona native, born in Morenci to a second generation mining family. Ernest went on to earn both his Bachelors and Masters Degrees in Electrical Engineering and Computer Science from Arizona State University. He has enjoyed almost thirty years of high tech experience working at Motorola, Medtronic, and most recently as a founding team member of Microchip Technology. Ernest has balanced his successful business career, with strong family and community involvement. Two of his children are continuing the tradition at ASU.

## ASURP Board President Completes One Year

In February, 2005, Jack Pfister retired as President of the Park board after 12 years of exemplary service and Dr. Charles E. Backus, former Provost of the ASU East Campus and Dean of Research in the Engineering College took the helm. Dr. Backus was involved in the Research Park's inception in 1979 during the planning years in the College of Engineering and served on the Board from 1991-1996. "It has been an honor to serve this past year as the President after a 10 year absence. It feels like coming home." **ASURP**

