

**Media Contact:**

Erin Trowbridge, Marketing Director
Eau Claire Area Economic Development Corporation
erin.trowbridge@eauclaire-wi.com
Office: 715.834.0070
Cell: 715.461.0167

OVER 100 TECHNOLOGIES AVAILABLE FOR LICENSING THROUGH THE SMARTT NETWORK

EDC's SMARTT Network is working to drive innovation within existing businesses and spur early-stage business growth

Over 100 technologies are now available for licensing on the SMARTT[®] Network (www.smarttnetwork.com). Visitors can browse through a variety of innovative technologies; the list of technologies covers bio-agriculture, bio-energy, medical device, chemicals and others. Possible applications for these technologies include cosmetics, pharmaceuticals, building materials, and food additives.

The SMARTT Network is a program of the Eau Claire Area Economic Development Corporation (EDC) that connects people with economic opportunities in Western Wisconsin. The EDC has an agreement with the Center for Advanced Technology and Innovation (CATI) of Racine to list their 300+ technologies on the SMARTT Network by June 2009.

"One of the biggest impediments to economic growth is often the ability to bring together the three components of value-added business development: capital; talent; and ideas," says Matt Wagner, Executive Director of CATI. "The SMARTT Network provides the forum to bridge those three elements in an accelerated fashion."

By making these technologies available through the SMARTT Network, the EDC is encouraging and assisting entrepreneurs in their early-stage product development efforts. Local businesses can also utilize these existing patented technologies to improve or expand their product lines.

"Services available through the SMARTT Network allow individuals or businesses to gain access to technologies while also gaining access to technical assistance that can help clarify how to advance a particular product idea tied to a SMARTT Network technology," says Brian Doudna, Executive Director of the Eau Claire Area EDC.

Each technology listing includes a description and patent information along with possible market applications and benefits of the technology. The public is also able to post comments and questions pertaining to the technology.

In addition to the technologies section, the SMARTT Network provides opportunities for talent to post their skills, as well as a section for listing and viewing business opportunities, such as businesses for sale or businesses wanted to buy.

For additional information about the SMARTT Network, please contact the Eau Claire Area EDC at 715.834.0070 or toll free 800.944.2449, or go online to www.smarttnetwork.com.

The Eau Claire Area Economic Development Corporation is a nonprofit, public/private sector partnership that facilitates the growth of quality job opportunities by working with entrepreneurs,



Media Contact:

Erin Trowbridge, Marketing Director
Eau Claire Area Economic Development Corporation
erin.trowbridge@eauclaire-wi.com
Office: 715.834.0070
Cell: 715.461.0167

businesses, and communities seeking to create, retain, and expand quality jobs in the Eau Claire area.

###

Additional contacts:

Brian Doudna, Executive Director, Eau Claire Area EDC
brian.doudna@eauclaire-wi.com or 715.834.0070

Matt Wagner, Executive Director, CATI
mwagner@thecati.com or 262.898.7512