



News Release

FOR IMMEDIATE RELEASE
December 12, 2003

CONTACT: Eric Schurr
(301) 405-3889
schurr@umd.edu

TAP Graduate AnthroTronix Named Technology Pioneer for 2004 by World Economic Forum

COLLEGE PARK, Md. — The World Economic Forum yesterday named Technology Advancement Program graduate AnthroTronix Inc. one of 30 international Technology Pioneers for 2004 in the area of biotechnology.

The Silver Spring-based company, founded in 1999, was recognized for its leading edge development of gestural (movement-based) technologies for people to control and interact with robots and computers, as well as for its transformational potential in helping the 13 percent of the world's school age children with disabilities.

The Forum praised CosmoBot™, AnthroTronix's rehabilitative robotic toy for disabled children combining physical and voice/language therapy, education and play. Children communicate with the robot by voice and through body movements monitored by sensors. CosmoBot™ is backed by a sophisticated software system enabling therapists to remotely control the robot via an Internet connection, as well as track a child's progression through therapy.

"We're honored to be recognized internationally by such a distinguished organization," said Dr. Corinna Lathan, founder and CEO of AnthroTronix. "The goal of our company has long been to improve peoples' lives through technology, and while our work is familiar in the therapeutic, academic and military research arenas, we're excited to bring our knowledge and products to a global audience."

AnthroTronix accepted the award at a ceremony in New York City. Winning companies are profiled in a supplement to this week's edition of "Time Magazine."

The World Economic Forum designates Technology Pioneers as companies developing and applying the most innovative technologies. Winners, who came from companies such as China, Germany, Ireland and South Korea, were judged for innovation, potential impact, growth and sustainability, proof of concept, and visionary leadership.

-more-

AnthroTronix graduated from the University of Maryland's technology company incubator, the Technology Advancement Program, in November 2003. The company has secured \$2.5 million in contracts and research grants from firms and organizations such as Lockheed Martin, the National Institutes of Health, National Science Foundation, Department of Education, Maryland Industrial Partnerships program, University of Southern California, Defense Advanced Research Projects Agency, U.S. Army, U.S. Navy, and National Aeronautics and Space Administration.

In addition to CosmoBot™, AnthroTronix has developed a video game console for disabled children, therapeutic software games, and gestural interfaces for military applications. The company is also engaged in physiological and cognitive monitoring research, as well as the development of immersive virtual reality training systems.

The market segment for AnthroTronix's rehabilitation products is \$1 billion, according to Buffalo-based market research firm AZTech. CosmoBot™ is slated for commercial release in 2004, with an estimated \$2,500 cost for the professional model, and under \$500 for home users.

The World Economic Forum (www.weforum.org), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress.

The Technology Advancement Program (www.tap.umd.edu) helps early stage companies advance towards maturation by providing technical assistance, business guidance, access to key relationships, and low-cost infrastructure. The first incubator in the State of Maryland, TAP has a proven track record for supporting successful ventures, with companies such as regional biotech powerhouses Martek Biosciences and Digene Corporation, as well as business information provider Powerize.com (now part of Hoover's) among its 45 graduates. TAP companies have bolstered the Maryland economy by creating more than 1,000 jobs and acquiring over \$300 million in private equity.

####