IMPACT

Georgia Tech

Technology Square

Georgia Tech's outreach efforts will soon have a more powerful reach. Construction is well under way at Technology Square, a campus extension that will provide a new entrance to Georgia Tech and roll out the "welcome mat" in ways never before possible.

Artistic rendering of Technology Square.

Located across the I-75/85 Downtown Connector from the traditional Georgia Tech campus, Technology Square will include facilities for the Economic Development Institute, DuPree College of Management, Global Learning Center, Center for Quality Growth and Regional Development, and the Georgia Tech Hotel and Conference Center. The Advanced Technology Development Center and Yamacraw Design Center will be located across Fifth Street from Technology Square.

Bringing these complementary organizations together in one place with easy transportation access will facilitate new interactions between Georgia Tech and the state's businesses, communities and economic developers. The complex is scheduled to open in the second half of 2003.
www.edi.gatech.edu/technologysquare/

Nine New ATDC Grads

The following companies graduated from Georgia Tech's Advanced Technology Development Center (ATDC) in May.

■ Chutney Technologies, Inc., produces application optimization software solutions that address Web performance and scalability issues.

■ EnerTech Environmental, Inc. is a waste conversion and energy company specializing in clean combustion technologies.

■ Fortel DTV is a signal processing company whose technologies provide a quality foundation for the new digital television infrastructure.

■ Information, Distribution and Marketing, Inc. (IDMI) develops customized company administration systems for the insurance industry.

■ MediaOcean delivers fully integrated sales and management technology solutions to broadcasters and rep firms.

■ Officemed.com, LLC is an Internet application service provider specializing in real-time delivery of health care insurance transactions.

■ SaluMedica is designing and developing medical devices based on its proprietary biomaterial, Salubria™, to replace soft tissue in the body.

■ STAR Software Systems develops software for government organizations, and the managed care, healthcare, and insurance industries.

■ TogetherWeb, Inc. has developed a collaborative browser solution for electronic customer relationship management.

atdc.org/news/may162002.html

The Stamp of Energy Management

The U.S. Postal Service, (USPO), which operates 38,000 local post offices and distribution centers nationwide, aims by 2010 to reduce energy use by 35 percent from 1985 levels. As part of this effort, USPO's **Atlanta** district turned to MSE 2000, an energy management system devised by the energy and environmental services group of Georgia Tech's Economic Development Institute.

A pilot program involves the Atlanta Processing and Distribution Center, a 45,000-square-foot facility with annual energy costs exceeding $1 million. A team selected to implement MSE 2000 is completing an energy manual containing policy, goals and operating procedures. EDI staff conducted an energy assessment, identifying several opportunities for conservation in operations and maintenance. Addressing these will cut energy usage by more than 5 percent with little capital investment.

The team is working with an external energy service to optimize facility operating efficiency and energy productivity. The final stage of implementation entails developing energy indexes to allow continual tracking of improvements.
www.industry.gatech.edu/energy/

Seeing Stormy Weather

Researchers led by Georgia Tech are developing a real-time, three-dimensional visualization system to help severe-weather scientists improve the timeliness and accuracy of forecasting the formation, path and possible effects of storms.

The system will allow weather researchers to use personal computers, as well as large-screen projections, to view, interrogate and analyze large observational data sets, including information from radar stations, severe-weather detection software, high-resolution weather models, geographic information systems, satellites and aerial photography. These sources not only will provide weather information, but also data on terrain, building locations and even human activities, such as rush-hour traffic. All of this data will be merged in the Virtual Geographic Information System (VGIS) previously developed by the project's lead researchers.

Gary Meek

The Virtual Workbench.

The system and associated high-resolution weather models may help forecasters accurately predict general areas of severe weather up to six hours in advance. Ultimately, predictions integrated with VGIS could save lives, reduce injuries and save billions of dollars in lost products, equipment and time, according to Georgia Tech researchers.

gtresearchnews.gatech.edu/newsrelease/WEATHER.html

Nurturing New Ventures

The Advanced Technology and Development Center (ATDC) will be an integral part of a new facility at the heart of Georgia Tech's growing research program in the life sciences and environmental engineering.

The 287,000-square-foot Environmental Science & Technology building will house facilities and a program to support companies and faculty start-ups in such areas as biomedical engineering, clean energy, the environment, sustainable technologies, chemical engineering and biological sciences. The incubator portion, covering 22,000 square feet, will include wet labs, space for new ventures and offices for entrepreneurs. Its goal is to get top faculty together with entrepreneurs to form new research-driven enterprises.

atdc.org/news/may162002.html

Practices Make Perfect

Earlier this year, Georgia Tech's Tourism and Regional Assistance Centers identified several "best practices in tourism," an effort to help the local and national tourism industry adopt successful approaches in research, funding, professional development, information dissemination, advocacy and Web marketing.

TRACS will publish the 16 case studies—ranging from the Hawaii Visitors and Convention Bureau to Visit Florida—as a guide for tourism-related agencies and organizations nationwide. The first edition of the best-practices guidebook is scheduled to appear this fall.

www.ceds.gatech.edu
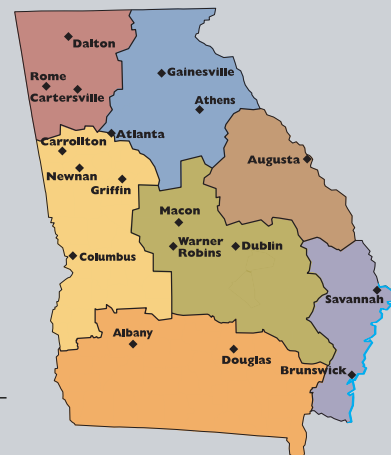

Around the State

■ In **Marble Hill**, Georgia Tech helped a leading mineral-processing firm implement a visual control mechanism incorporating lean manufacturing principles. As a result, Imerys increased productivity and cost savings, enhanced safety and developed a new marketing tool. The plant also cut its product rejection rate from 35 to 5 percent.

■ The U.S. Fish & Wildlife Service was concerned that a proposed outdoor amphitheater in **Charlton County** could negatively affect visitors to or wildlife in the area. Georgia Tech engineers studied ambient noise levels and sky brightness at the Okefenokee National Wildlife Refuge, giving refuge officials data with which to monitor changes.

■ Following a local impact analysis and strategic economic development assessment led by Georgia Tech, **Wayne County** implemented a recommendation to plan a new industrial park linked to suitable transportation. An industrial site selection study narrowed 37 possibilities down to one 450-acre site, which the development authority decided to purchase.

Georgia Tech's Regional Office Network

Albany	229/430-4188	**Dublin**	478/275-6543
Athens	706/542-8900	**Gainesville**	770/531-4550
Augusta	706/737-1414	**Griffin**	770/412-4081
Brunswick	912/634-4860	**Macon**	478/751-6190
Carrollton	770/836-6665	**Newnan**	770/254-7592
Cartersville	770/387-4002	**Rome**	706/295-6008
Columbus	706/649-1661	**Savannah**	912/651-2551
Dalton	706/272-2702	**Warner Robins**	478/953-3155
Douglas	912/384-1121		

For more information: Assistance to Georgia businesses, communities and economic developers:
www.edi.gatech.edu • Assistance to start-up technology companies: **www.atdc.org** •
Commercialization assistance to Georgia Tech faculty: **www.venturelab.gatech.edu** • Applied research: **www.gtri.gatech.edu** •
Continuing education: **www.conted.gatech.edu** • Georgia Tech home page: **www.gatech.edu** •