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2009 ASME IShow Team Descriptions

June 14, 2009 in conjunction with the ASME Annual Meeting (JW Marriott Resort – Palm Desert, CA)
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Brown University

Product: NuLabel

NuLabel is developing a liner-free label printing system to satisfy the cost-savings and waste-reduction needs of every company that prints labels. Using its novel technology, NuLabel hopes to revolutionize the \$70 billion label industry by eliminating the costly, non-recyclable liners found on the backs of labels. NuLabel's cost-effective liner-free solution, the NuV Printing System, consists of two products. First, NuV Labels are standard thermal printing paper coated with a thermosensitive polymer-adhesive layer. Second, the NuV Activation Add-On is a printer retrofit that contains a heating element to activate the label's polymer-adhesive layer and render the label ready for use.

University of Cincinnati

Product: SurgiSIL

Single Port Solutions (SPS) presents SurgiSIL, a Single Incision Laparoscopic access tool which advances minimally invasive surgery by enabling surgeons to perform procedures through one incision in the umbilicus. This novel access tool has multiple slots to allow up to 3 instruments to pass. The SurgiSIL offers extended range of motion within the abdominal cavity. This is accomplished by a slotted, rotatable interface that allows translatable movement of surgical instruments, guidance to ease insertion, and smooth instrument exchanges. The SurgiSIL redefines the single incision approach and will reduce the incidence of ventral hernia found in traditional multi-port laparoscopy.

University of Houston

Product: BlueScale

5 million Americans suffer from congestive heart failure, costing society over \$30 billion dollars annually. Despite therapeutic advances, hospitalizations continue to rise to over \$1 MM per year with up to two-thirds of these hospitalizations being preventable given proper management in the home. Currently, there is no clinical standard for in-home monitoring with most management regimens consisting of patient reported weight changes. We have developed a patent pending device that utilizes innovative biosensors, individualized algorithms and wireless connectivity in the form factor of a modified bathroom scale to monitor cardiovascular function directly within the home. Blue Scale meets a market need to drastically improve heart failure management by providing instantaneous assessment of cardiac function in the home.

Massachusetts Institute of Technology

Product Solar ORC

1.6 billion people worldwide lack access to electricity; currently no options exist that are economically, environmentally, and technologically sustainable. We have developed a novel small-scale solar thermal technology that produces 3-5 kWe, costs less than half of alternative options, can be locally manufactured and maintained, and has zero carbon emissions. This Solar ORC can provide 100% of the electricity and hot water needs for typical off-grid institutions, e.g. health clinics and schools. Improved service provision directly translates into improved public health, leading to an overall reduction in poverty, while local manufacture both creates jobs and stimulates the local economy.



ASME's Center for Engineering Entrepreneurship & Innovation (CEEI) seeks to promote engineering entrepreneurship and innovation as both a critical ingredient to competitiveness and as a solution for the shrinking engineering and technology workforce pipeline. For details on CEEI and its programs, go to <http://www.asme.org/Communities/Entrepreneur>

University of Michigan-Ann Arbor

Product: Endocutter

The Endocutter is a medical device designed for gastroenterologists who require a more effective means of removing blood clots from stomachs during episodes of stomach bleeding. It is an endoscope attachment that breaks down blood clots, allowing them to be removed through the existing endoscope suction channel. Current methods such as snares, forceps, and lavage tubes are time-consuming, ineffective, and often life-threatening. This device offers an efficient alternative that makes the procedure quicker, safer, easier, and more cost-effective. The product offers simple solution to a life-threatening problem.

Rice University

Product: Peg Restrained Intrinsic Muscle Evaluator (PRIME)

Hand injuries account for 20% of all ER admissions and cost society billions each year. Current clinical methods and devices are subjective and inaccurate in measuring the intrinsic muscles of the hand. PRIME is a patent-pending device capable of accurately measuring these muscles for both adult and pediatric patients. The successful implementation of PRIME will aid medical decision making for hand surgery, track rehabilitative progress and signal neuro-degeneration.

