

TECHNAVATE*

FOR IMMEDIATE RELEASE

Penn State Announces an Industry Partnership Collaborative Effort

York, PA – April 29, 2010 – Penn State York announced today at a press conference the creation of its new technology initiative, Technavate. Technavate is a collaborative partnership with community driven goals engaging a broad range of educational, community, and industry partners for the purpose of supporting knowledge and technology transfer activities. With the collaboration of these established partners, new growth in industry and entrepreneurial activity is strengthened. When a company utilizes Technavate, it will have access to the wealth of knowledge and resources of all partners through one point of contact. In this ever changing economy, companies have struggled to stay afloat leaving little time to diversify or for innovation of their product line.

“Technavate offers a system for supporting innovation for small- and mid-sized companies in York, which is key to long-term economic viability of the region. It is the result of a productive partnership between the regional leadership, manufacturing partners, Penn State York, and our office,” said Tim Franklin, director of economic and workforce development, Penn State. “The York region’s leadership brought vision critical to Technavate’s development. What a pleasure to have such good partners from the York education, local leadership, and private sectors.”

According to Mike Smeltzer, executive director of the Manufacturers’ Association and founding member of Technavate, “Technology and innovation will be critical to the future success of manufacturing in south central Pennsylvania. Technavate is the focal point in strengthening the bridge between academics and industry.”

Technavate’s resources enable local companies to utilize the partners’ abilities to think outside the box, as well as create and establish additional opportunities to enhance their business, bring new products to market, and generate additional revenue for local companies. Technavate provides a wide range of services including assistance with new product development, product

commercialization, strategic planning, product testing, access to research, technology transfer, and design engineering.

“MANTEC has been in the innovation business for years and has always highlighted the value of collaborative effort. We are partnering with Technavate so that we can bring the power of collaboration directly to our area’s chief innovators, the manufacturers of our community,” stated John W. Lloyd, president and CEO of MANTEC.

“Penn State York sees Technavate as one of the principal means of carrying out its historic Land Grant mission in the 21st Century,” said Dr. Joel Rodney, Penn State York’s Chancellor. “The campus will be providing outreach services to regional businesses and industries, utilizing its faculty and students to serve the technology needs of the region and serving as a gateway to the resources of the University as a whole.”

For information on the program and to view the community calendar, partner information and resources visit www.technavate.com. Partners include, but are not limited to: Penn State, the Office of Economic and Workforce Development (OEWD); Penn State York; Manufacturers’ Association of South Central Pennsylvania (MASCPA); Pennergy; the Pennsylvania Center for Advanced Technology Solutions (PennCATS); the York Keystone Innovation Zone (KIZ); MANTEC; Ben Franklin Technology Partners; and the Pennsylvania Technical Assistance Program (PennTAP).

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