

Program Nova Update

Commercialisation Developments

Program Nova commercialisation projects focus on technology that have the capacity to contribute to the state's economy. Nova has taken on commercialisation projects where the technology and potential customers' needs are well matched. Case Managers help set up new business with appropriate two-way communication between the organization and the market, and ensure the technology represents value to purchasers.

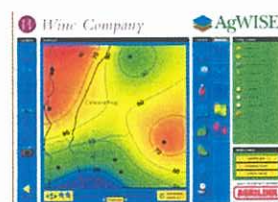
Solution to vineyard soil compaction

Vineyard soil compaction is a common problem due to the traffic from harvesters, pruners, sprayers etc. and effects water penetration and root growth. The University of South Australia developed a deep vineyard ripping technology to reduce compaction with the low power tractors used in viticulture. With Grape & Wine Research & Development Corporation funding, production and distribution via Kubpower, Nova worked to research current market methods and reaction to the new technology, plus gain market commitment to trial the technology.



Vine disease alerts

Vine diseases such as downy mildew and light brown apple moth can cause major damage to grapes and require timely spraying. The CRC for Viticulture has developed programs to predict when these diseases will attack. The viticultural service provider, Agrilink, which already provided information to growers were selected to deliver the disease alerts. Nova assisted with contract negotiation and incorporating the technology into Agrilink's product, AgWISE. Growers can now spray less and at the right time, improving efficiency and the environment.



High Pressure food processing

Ultra high pressure treatment of food has been developed to enable disinfection of fresh food on a commercial scale. Nova assisted Australian High Pressure Processing set up one of the first high pressure processing plants in Australia and commence its first product processing, South Australian oysters. The oysters now reach customers with extended shelf life and more consistent quality.



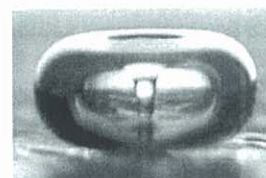
Re-Time Jet Lag Glasses

Long haul travellers suffer from jet lag due to their body clock becoming mistimed. Researchers at Flinders University found that blue light can be used to adjust the body clock to help reduce jet lag. Nova is assisting in product development, marketing, regulatory approvals, market trials, and business development.



Ultrasonic applications

Ultrasonics is a new, rapidly emerging technology capable of creating new pathways for profitability across a wide range of existing industrial and manufacturing processes. Leading South Australian ultrasonics manufacturer and marketer to the health sector, Soniclean, is now pursuing major commercial opportunities for high power ultrasonics. It is now a partner in IUS Solutions, a leading edge solutions provider for this technology. Nova has provided assistance in identifying market opportunities and funding channels for the development of innovative industry specific ultrasonic technologies.



"Nova is a proactive adviser to our business development team. They quickly harvest the relevant information we need to implement our business plan successfully" said David Wake, IUS Solutions.

"We have worked closely with Program Nova throughout the commercialisation project from concept through to prototyping and marketing. We have found the experience to be extremely beneficial in terms of cost and time savings to the company, but also in identifying, capturing and exploiting commercial opportunities", said Dr Thomas Duthy, Flinders Technologies

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