

PRODUCT DEVELOPMENT CENTER SUCCESS

Titan Energy Development

Overview

Titan Energy Worldwide, Inc., is a leader in the national distribution of standby and emergency power equipment and design, manufacturing and marketing of leading edge disaster relief systems. The Michigan-based company serves many industries that require dependable back-up power. Its mobile utility systems were developed to support emergency responders, relief agencies, municipalities, homeland security and the Department of Defense.

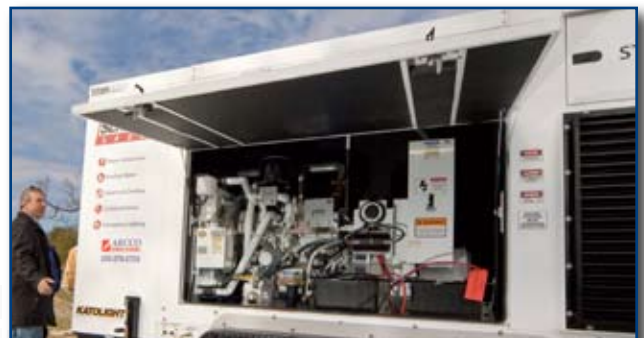
Product Development Question: Sentry 5000 Mobile Utility System

Titan Energy contacted the TEEX Product Development Center about hands-on demonstrations and evaluation of its new Sentry 5000 Mobile Utility System at TEEX's Disaster City®. The Sentry 5000 Mobile Utility System incorporates multiple utilities into a single, self-contained trailer-mounted unit that is easily transportable, sets up in minutes and is simple to operate. The unit can be towed by an SUV or even flown into inaccessible areas by helicopter.

The all-in-one utility support unit includes power generation, purified water system, heating & cooling, perimeter lighting and satellite communications. It is designed for emergency response, disaster recovery and deployment to remote areas where standard services are unavailable.

TEEX Product Development Center Solution

The TEEX Product Development Center arranged for emergency responders and emergency managers, state agency and municipal officials to see the Sentry 5000 in action at Disaster City® in College Station, where the unit was put to work purifying water drawn from a nearby lake. Company representatives demonstrated the unit and fielded questions about the needs of emergency responders and municipalities and how the Sentry 5000 might fill those needs. The TEEX Product Development Center is currently working with Titan Energy officials on market research and on possible deployment opportunities for field testing and evaluating the Sentry 5000 in actual disaster conditions.



THINK IT. BUILD IT. SELL IT.

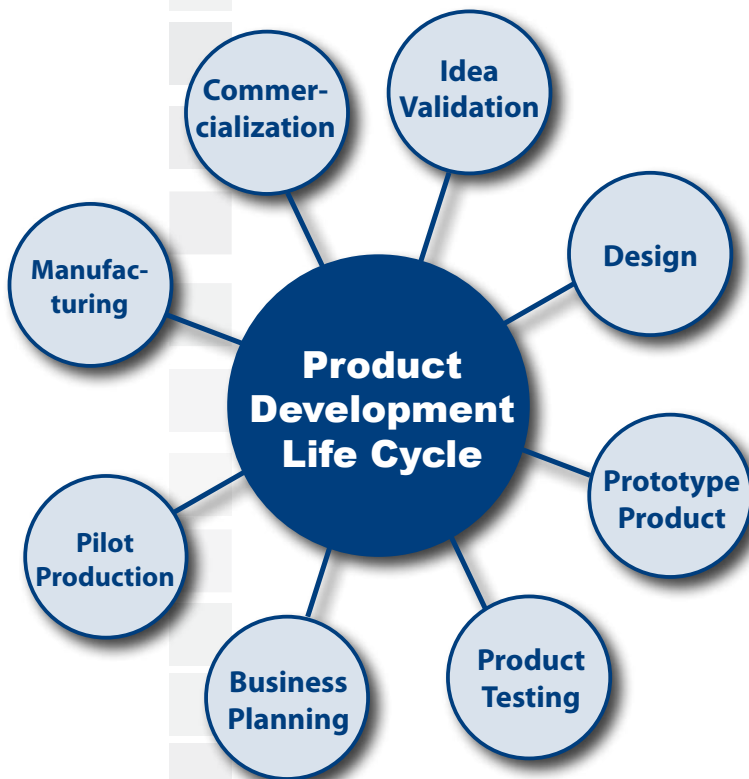
PRODUCT DEVELOPMENT CENTER OVERVIEW

The Product Development Center (PDC) of the Texas Engineering Extension Service (TEEX) is a gateway for manufacturers, product developers and inventors to gain access to the immense resources of The Texas A&M University System. By leveraging the expertise of top engineers, the experience of market researchers and industry-recognized subject matters experts (SMEs), and the world-class facilities of the A&M System, the PDC can help you take your product from an idea to commercial viability.

TEEX has many years of experience in developing methodologies, recruiting SMEs and developing partnerships to assess, test and evaluate products for use by emergency responders through the U.S. Department of Homeland Security's System Assessment and Validation of Emergency Response (SAVER) Program. In addition, TEEX has more than 10 years of experience in finding commercial markets for products developed by NASA researchers through its role as the Mid-Continent Technology Transfer Center. TEEX adds its experience and expertise to the resources of the A&M System to provide unparalleled solutions to your product development needs.

PDC SERVICES

The PDC can assist companies and entrepreneurs at any point in the Product Development Life Cycle. Regardless of where your product is in the Product Development Life Cycle, the Center can provide research-driven solutions from real-world experts.



Idea Validation

- Assessment of market potential
- Focus group with target customers or subject matter experts (SMEs)

Design

- Define initial specifications
- Assess design drawings

Prototype Product

- Match developer with a prototyping facility

Product Testing

- Field testing with end users
- Report of strengths and weaknesses

Business Planning

- Develop marketing and business plans
- Perform benchmarking studies

Pilot Production

- Match developer with a limited-scale manufacturing facility

Manufacturing

- Identify long-term manufacturing solution
- Optimize plant or line layout

Commercialization

- Develop branding strategy
- Website design and hosting
- Marketing and communications

"Demonstrating within the Disaster City® complex was a tremendous opportunity...The Sentry 5000 was put to a real-world field test on a scale that could not be simulated at our own facility."

- Dean Pellegata, Titan Energy Development

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