

## media release

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### **Soniclean Shines at Awards Night**

Last night the newly elected President of the Electronics Industry Association (EIA) Mr Anthony Kittel presented the winner of the prestigious EIA Gold Cup for Excellence in Engineering and Commercialisation to Julian Smith, Managing Director of Soniclean Pty Ltd. Soniclean won the Gold Cup for engineering and commercialisation excellence associated with their Bench Top Ultrasonic Cleaners. These machines are used to clean a diverse range of items such as jewellery, aviation components, surgical instruments and air brushes. One of the most frequently used applications involves cleaning printer ink jet cartridges that are recycled through the international franchise Cartridge World.

The cleaning machines use an innovative form of energy called ultrasound. This energy consists of a wave motion which is above the maximum level of audible sound. It is transmitted to a cleaning solution via a bank of transducers underneath the machine. The result of this process is termed cavitations, which involves tiny bubbles of vaporized liquid which explode when they reach a high pressure. Cleaning takes place as shock waves dislodge soil from the surface of the contaminated articles placed in the water bath.

Other finalists for the EIA Gold Cup Award included eLabtronics for their PC based CoreChart graphic visual Assembler. CoreChart is a PC program interface that enables school children to program a microchip to control a robot. Among the remaining two finalists was MBS Pty Ltd for their Memory Seat Controller which is the first system of its kind that codes a tailor made mirror and seat position into an ignition key within the Holden Statesman and Caprice model cars. The remaining finalist was Imagination Entertainment for their DVD games, for which they have written special randomising software allowing hundreds of individual pieces of media to be stored on a single DVD disc.

The winner of the Telstra EIA \$10,000 Engineering Excellence Award was Fiberbyte Pty Ltd for their synchronous USB Bus, which allows multi device synchronisation as well as a means of providing accurate phase correction of clocks across the entire Bus. Finalists for the Engineering Excellence Award included the Clipsal C-Bus Wireless System that controls an entire building's lighting with the flick of one switch. The remaining finalist was Redarc Electronics for their Switchmode battery charger that they've designed for the RAA. It is believed to be the only charger on the market that fully charges the latest calcium batteries installed in most late model passenger cars.

The winner of the EIA Export Excellence Award was Imagination Entertainment, an Adelaide owned company that has more than ten percent of the USA's total board game sales and is worth in excess of US\$100 million. Until 2002, consumers used their family DVD player solely to play DVD movies. Imagination Entertainment wrote special randomising software allowing hundreds of individual pieces of media to be stored on a single DVD disc.

Microbric Pty Ltd won one of two newly created awards: Excellence in Entrepreneurship, for their electronic construction set which is based on the Lego or meccano toy concepts but is much more than a toy. It allows users to build complex, customised electronic devices with little or no electronics knowledge and is completely solderless.

The remaining new award of Service to the Electronics Industry was won by Arrow Electronics Australia Pty Ltd. Arrow was judged best Service Provider for the high standard of customer service they provide in distributing electronic components. Other finalists in this category were Northstar Electronics and SAXcess. Northstar Electronics have created an interactive computer designed exhibit to demonstrate the effectiveness of various domestic water saving ideas. SAXcess work with companies to identify and develop export markets for companies who have an eminently exportable product but lack the know how of to go about exporting their product.