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News & Press: The Byte

CoolTECH Sneak Peek: Eco-Friendliness is Another Hot Trend at coolTECH 2011

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In last week's The Byte, we previewed some coolTECH exhibitors that are improving lives with their assistive technologies. This week we look at some of the exhibitors showcasing eco-friendly products. These can range from electric cars to a small gadget reminding you to use those reusable shopping bags. [Chevrolet](#), [Electronic System Innovators](#) and [Suncoast Electric Vehicles](#) are all exhibitors at coolTECH 2011 using technology to provide products for the eco-conscious consumer.

Chevrolet introduces the all-new, 2011 Volt electric vehicle with extended range, establishing an entirely new segment in the global automotive market. The five-door, four-passenger Volt is designed to provide the benefits of an electric vehicle without the range limitations associated with other electric vehicles in the market. The Volt will be available to all markets in the U.S. by the end of 2011.

Electronic System Innovators is currently conducting market research on its eco-conscious frog that rides in your vehicle to remind you to bring your reusable bags into the store. When you enter the store parking lot, the frog is custom programmed to light up and electronically announce RBYB RBYB (aka RIBBIT RIBBIT). The frog will also send you money-saving offers via text or email so you can save money while helping to save the environment.

Suncoast Electric Vehicles is committed to bringing quality, innovative electric cars to the Gulf Coast of Florida. It is the only electric vehicle dealer on Florida's Gulf Coast that sells ONLY electric vehicles and trucks. Suncoast Electric Vehicles has EVs for personal use or commercial use, for neighborhood driving or highway capable, commuter usage. The vehicles are 100 percent electric with zero emissions.

Check all of them out at [coolTECH](#) on Friday, June 10 at MOSI. Next week we'll preview another hot sector trending at coolTECH this year. See the full list of exhibitors on the [coolTECH page](#) and don't forget to [register](#).



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