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## News & Press: TBTF News

### **Tampa Bay Technology Forum Offer Sneak Peek at Some of coolTECH 2011's Coolest Exhibitors**

**Tuesday, May 10, 2011** ([0 Comments](#))

*Register today to check out all the exhibitors and attend the keynote luncheon with craigslist founder Craig Newmark*

**Tampa, Fla. (May 9, 2011)** – The [Tampa Bay Technology Forum](#), Central Florida's largest and most influential technology association, is offering a sneak peek at some of this year's coolest exhibitors at coolTECH on June 10 at MOSI in Tampa. Now in its fourth year, coolTECH is the premier showcase of new technologies and cutting-edge innovations in the region.

Here is a sneak peek at some of the exhibitors and their respective technologies that this year's attendees will have a chance to check out:

- Altorr Corporation – exhibiting its Freedom 700 Automatic Door Opener, a speech recognition door opener for elderly and disabled individuals, and its Moliift Patient mover.
- Autonomous Unmanned Air Vehicles – a small company that designs autopilots and autonomous flight control systems for unmanned air vehicles, autonomous boats and autonomous ground vehicles.
- Chevrolet – bringing its new 2011 Volt electric vehicle with extended range, establishes an entirely new segment in the global automotive market. Only available in five markets right now – California, New York, Connecticut, Washington, D.C., Texas and Michigan – the Volt will be available to all U.S. markets by the end of 2011.
- Draper Laboratory – will exhibit its balance belt rehabilitation device that is currently undergoing clinical trials with the VA Hospital.
- Electronic System Innovators – has a little eco-conscious frog that rides in vehicles to remind consumers to bring their reusable bags into the store. Custom programmed, it lights up and ribbits when the driver enters the store parking lot.
- Exerton – a Florida company with exclusive licensing agreement to market and distribute Exerton technology on MedX type exercise machines. Exerton will exhibit its Maxerset Chest Press Machine that has built-in intelligence that senses momentary available strength and automatically adjusts resistance so every repetition is effective, efficient, safe and quantitative.
- MoboFetch – uses mobile technology to improve the fan experience at sporting events and concerts. MoboFetch allows fans to order food and drinks directly to their seats, alert security of lost children and medical emergencies, order merchandise, prepay for parking, play a check-in based game and play trivia against other attendees.
- Research in Motion – exhibiting the new Blackberry Playbook tablet.
- University of South Florida Health's Center for Advanced Learning and Simulation (CAMLs) – new \$30 million project where USF faculty surgeons will train other surgeons from around the country on how to perform robotic, computer-assisted and image-guided surgeries.
- See the full list of exhibitors [here](#).

Each year, hundreds of decision makers, thought leaders, professionals and innovators from the technology and business community attend coolTECH for an up-close look at the latest innovations and technology on display. In addition to the exhibits, coolTECH 2011 will feature the Judges' Awards presented to the most innovative exhibits, live text voting for attendees' favorite, breakout sessions and live demonstrations from the technology developers themselves. A keynote luncheon featuring Craig Newmark, founder of craigslist, discussing the challenges he faced while founding craigslist and his newest venture craigconnects.org is sure to sell out.

Registration is open now at [www.tbtf.org/cooletech](http://www.tbtf.org/cooletech). Registration is \$75 per person and includes access to the exhibits, breakout sessions and keynote lunch, as well as access to MOSI the day of the event. Expo only registration is \$10 per person.

Current coolTECH 2011 sponsors include MOSI, Gray Robinson, atLarge, Inc., Bright House Networks Business Solutions, IT Authorities, Level 3, Veredus, ciber, Genesis Direct, Tampa Bay Business Journal and Verizon. Sponsorship opportunities are still available, if interested; please contact Amy Norman at [anorman@tbtf.org](mailto:anorman@tbtf.org).

### About Tampa Bay Technology Forum

Founded in 2000, the Tampa Bay Technology Forum (TBTF) is a professional association whose members work together to make the Bay area a place where technology and innovation thrive. TBTF's 400+ member organizations represent technology entrepreneurs, business and community leaders, investors, government representatives, researchers and educators. For more information, visit <http://www.tbtf.org/>.

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