

COOL COMPANIES



Inside Dragon's Den

*Entrepreneur Interview:
Research In Motion's Jim Basillie*

Collaborative Innovation

Inspiring Trust

CoolCompaniesMag.com
\$12.95

ISSN 1710-6664



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CANADIAN

These are recent inventions by Canadian companies. There is nothing like these products anywhere in North America and likely the world.

INNOVATIONS

By Dave Gahunia

HEATED SKATE BLADES

A new heated skate blade is about to revolutionize the NHL. Thermablades have a small battery and microprocessor stored in each blade to keep the blade's temperature a consistent 5 C. This reduces friction between the skate and the ice by up to 65%, allowing players to accelerate faster, make tighter turns and skate with less effort. Wayne Gretzky tried Thermablades 3 years ago and was so impressed that he became an investor. According to Gretzky, "Thermablades are going to revolutionize the game of hockey. They represent the most significant advance in skate blade design in at least 30 years." The inventor of Thermablades, Tory Weber of Calgary AB, donated the first prototype equipped with an extension cord to the Hockey Hall of Fame in October 2007.

PRICE: \$399 for blades. Boot not included.

COMPANY: Therma Blade Inc., 25 employees, founded in 2001, Verdun QC, angel-investor funded, thermablade.com

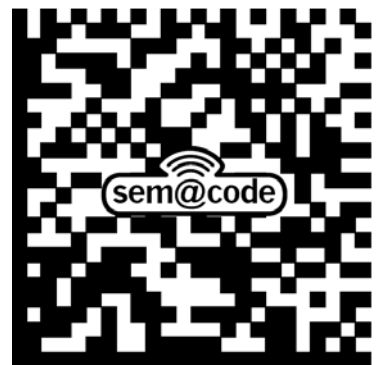


CELL PHONES READ BARCODES

Semacode's technology allows camera phones to read barcodes and automatically access web pages based on them. A group of Wikipedia enthusiasts have begun to post Semacode tags next to landmark buildings, monuments, and structures. Semacodes have also been licensed by BMW to promote their 1-series campaign in Germany. The company's technology has several commercial applications. One is using the Semacodes to trace assets in the field such as hydro equipment and parts. Another is an advertising application; just as internet advertisers can track people who click their ads, with a barcode imbedded in a print ad, people could click to respond to the ad using their cell phone. Another is the payment and ticketing industries, where Semacodes can be used to activate monetary transactions or to purchase and store event tickets on mobile devices.

PRICE: Free for personal use; commercial pricing varies

COMPANY: Semacode Corporation, 5 employees, founded in 2003, angel-investor funded, Waterloo ON, semacode.com



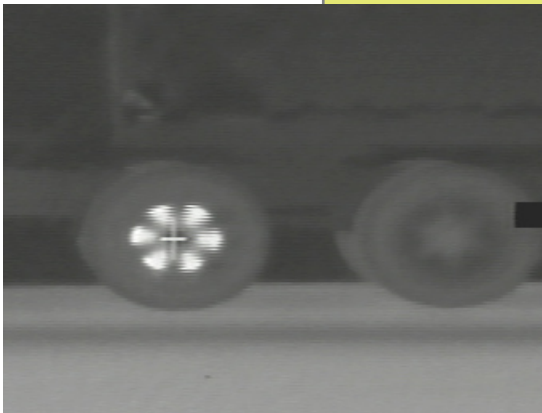
SAFE TRUCKING

It's important that the brakes, tires and bearings of commercial trucks are in top condition to avoid unnecessary accidents. There were 5,212 total fatalities involving large trucks in 2005 in the U.S. alone. "We use a military-class imaging system to scan trucks not only for bad brakes but anything that's wrong with the running gear. We are able to identify under or over inflated tires, overheated bearings, and malfunctioning or overheated brakes. Our initial target market was and continues to be commercial vehicle law enforcement agencies, as the provincial or state level authorities typically control the truck weigh stations. 95% of our clients are in the United States, but with our continually expanding product line we hope we can expand our base in Canada." *Co-Founder and Vice-President of Intelligent Imaging Systems, Fred Ko.* The company has expanded its solutions to systems that capture and decode license plates, perform optical character recognition from digital images, and detect radiation levels, which has made port security and homeland security a new target customer.

PRICE: In the hundred thousands

PICTURE: White area on the left tire is a working brake. Dark area on the right tire shows an inoperable brake.

COMPANY: Intelligent Imaging Systems Inc., 12 employees, founded in 2003, Edmonton AB, self-funded, intelligentimagingsystems.com

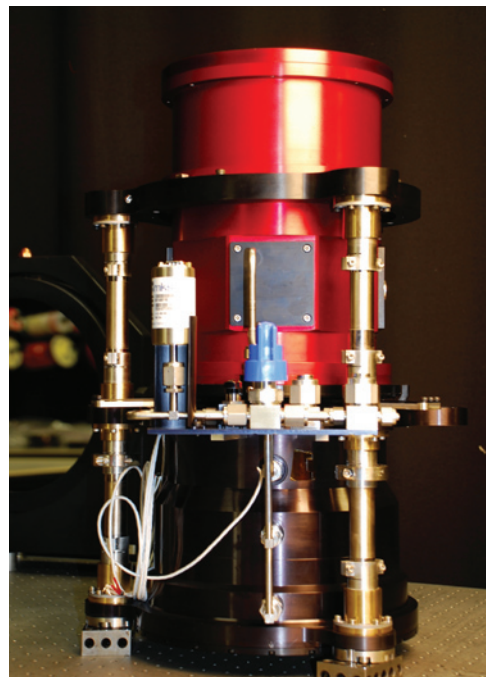


REMOTE SENSING OF GASES

Synodon's realSens™ technology detects the chemical signature of a gas and measures the total volume of gas present in its field of vision. While this technology has a wide range of potential applications such as pollution monitoring and illegal drug manufacturing detection, Synodon's application is targeting the detection of ethane emissions in the natural gas industry. Natural gas pipelines are made of steel and these corrode and eventually leak, which is costly and can be potentially dangerous. There are 4.8 million km of natural gas pipelines globally, which is equivalent to a length of 120 trips around the equator. Synodon's technology is mounted on helicopters that fly over the pipelines at an altitude of 350 m (1,000 ft).

PRICE: Synodon does not sell its technology. It is available as a service.

COMPANY: Synodon Inc., 6 employees, founded in 2000, Edmonton AB, publicly traded on TSX Venture as SYD, synodon.com



No Fluff, Just the Real Stuff



Cool Companies magazine gets into the heads of experienced entrepreneurial leaders, touching on topics such as:

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- **execution**
- **incorporating values into daily business living**

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