

INGENIOUS IDEAS

DEPARTMENT

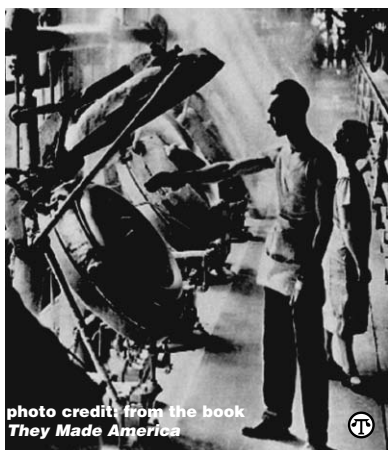
Celebrating The Benefits Of Innovation

(NAPSA)—Technological innovations, and the people who create them, can often touch and change people's lives for the better. Take Charles Goodyear and vulcanized rubber; Ted Turner and the creation of 24-hour cable news; Larry Page and Sergey Brin, the guys behind Google; or Dr. Hiromi Shinya who developed a medical tool to remove polyps without surgery. It's now widely used during colonoscopy, the standard screening for colon cancer, the leading non-smoking related cancer killer in the U.S.

Connecting the dots between these visionaries and how their innovations impact the public is not always easy to fathom. Hard to believe that vulcanized rubber runs through up to 50,000 daily tasks. Or that worldwide news is available literally 24/7 at the touch of a TV switch. Or that an enigmatic tool known as the Markov chain has created the most popular brain tool on the Web. Or that a medical tool developed by a physician and an Olympus engineer, Hiroshi Ichikawa, could help significantly reduce the risk of colon cancer. They pioneered a non-surgical, life-saving procedure common today during the more than 10 million colonoscopies performed in the U.S. each year.

To salute innovation, Olympus, a precision technology leader in healthcare and consumer electronics, is sponsoring a new public radio program about innovation, *They Made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators*.

Based on the critically acclaimed book with the same title by renowned author and editor Harold Evans, Olympus' support is an extension of its sponsorship of



A new public radio program celebrates the contributions of innovators who shaped America, from the steam engine to the search engine. Photo above shows tire vulcanizing in iron molds.

the national PBS series *They Made America* in November 2004.

The one-hour public radio program brings to life the stories of pathfinders, inventors, democratizers, empire builders, the digital age and its communicators—including not only Edison, Ford and Google's Brin and Page, but less well-known contributors such as Theodore Judah, creator of the trans-continental railroad.

Olympus' sponsorships reflect its ongoing commitment to technological innovation. Over the last 85 years, the company's many "industry first" technologies in healthcare include:

- Japan's first microscope (1920);
- world's first gastrocamera (1950);
- world's first DNA computer for gene analysis (2002).

To learn more, visit the Web site www.olympusamerica.com/innovations.