

TECHNOLOGY IN OUR LIVES

Companies Attracted To Smart, Inventive Communities

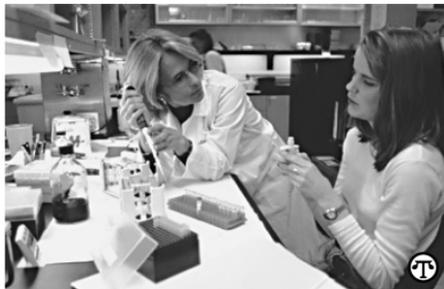
(NAPSA)—Creativity is something companies have not lost over the past few years. Thousands of inventions and innovations continue to roll out from companies large and small, and in areas ranging from cancer treatment to new telecommunications delivery techniques.

Corporate leaders like their companies to be where the creative brain trust can be found, and new markets are emerging as the places to be.

For example, Metro Orlando, which is well-known for its theme parks and thrill rides, has also been ranked one of the nation's best places to start and grow a business. Building on the creativity of its entertainment industry, this region has become home to a growing number of scientists and engineers who are using their imaginations to lead to breakthroughs in important fields.

Some of the latest developments include: liquid crystal lenses designed to improve vision through electronic focusing; new instruments to aid in tendon repair; nanochip technology that will generate higher chemotherapy success rates; and lasers that are setting world-speed records by transmitting data through the phone just as fast as it travels within a computer.

The clustering of innovative companies and individuals is happening across the country in locations that have the assets and infrastructure to support emerging businesses. Access to top research is a priority, and more companies are locating near universities, which are recognized as cornerstones of a community's brain power.



Orlando's reputation for innovation has attracted high-tech entrepreneurs to several local technology incubators.

In Orlando, the University of Central Florida employs renowned scientists, partners with industry on research and development initiatives, offers specific industry-oriented curricula and produces graduates who place in top computer and engineering competitions worldwide. The region is also home to one of the world's top-rated research parks.

According to business leaders, these attributes contribute to the region's overall appeal. "We chose Orlando for our U.S. information technology headquarters because we recognize that leading researchers and the most important companies in the world working on simulation are located here," said Robert Fink, CEO of Indra Systems Inc.

With nearly 8,000 manufacturing and technology companies, and growing, Metro Orlando—which has been named the nation's top location for entrepreneurs—has become the kind of place inventive companies want to be. For more information, contact the Metro Orlando Economic Development Commission at 888-TOP-CITY or visit the Web site at www.OrlandoEDC.com.