



**Media Release**

## **Local Life Sciences Start-up Dives into Water Quality Analysis Industry**

June 20, 2006, Ottawa—EcoVu Analytics, an Ottawa-based life sciences company at the forefront of water quality analysis, held the global release of their research and performance results at a luncheon last Friday. Ray Novokowsky, President and CEO of EcoVu Analytics, reviewed the company's patented technology for an international delegation of business leaders and scientists—including representatives from Russia—at a BioEntrepreneurs Luncheon organized and hosted by the Ottawa Life Sciences Council.

According to Novokowsky, EcoVu's new technology can detect contaminants in water—including most metals such as lead, most organic pollutants such as dioxins, and routine micro-organisms such as *E. coli*—up to parts per quadrillion levels. The EcoVu technology is approximately one million times more sensitive than current detection techniques for all these classes of contaminants. EcoVu also reports that their water analysis is completed in hours instead of days, and operating costs are significantly lowered compared to conventional methods for the detection of contaminants at the parts per billion concentration or lower. In addition to monitoring, EcoVu can also apply the same technology to the remediation of ultra-pure process waters such as heavy water used in the nuclear industry.

With stricter regulations, concerns over water safety, food safety, and bioterrorism, there is an increasing demand for near-real-time monitoring of water and food supplies. That is, instead of merely testing "grab samples," the EcoVu system would enable constant testing and assessment. This would provide a more proactive approach to water quality analysis, instead of merely reacting when people become ill.

The company is now seeking investors to help develop and market its new technology. EcoVu recognizes the increasing demand for affordable systems that rapidly and reliably detect water contaminants at lower concentrations than those possible using conventional testing methods.

EcoVu's development has been aided by the Ottawa Life Sciences Council (OLSC). "Through an ongoing series of workshops designed to bring together the photonics and life science industries, the OLSC will continue to play an instrumental role in the growth of the company," stated Steve Sharp, EcoVu's Vice President of Finance. "The OLSC helped identify key markets, contacts and support, all of which continue to drive the development of the technology."

EcoVu Analytics is developing novel technology from over 25 years of exhaustive research programs encompassing toxicology, chemistry, physics, and manufacturing. The company holds three important patents and two more are pending. For more information contact [ray.novokowsky@ecovuanalytics.com](mailto:ray.novokowsky@ecovuanalytics.com).

### **About OLSC**

The Ottawa Life Sciences Council (OLSC) is a not-for-profit, member-supported development corporation for the life sciences sector in the Ottawa and Eastern Ontario region. Our mandate, to catalyze the growth

of the local life sciences community, is achieved through networking activities, consortia building, support for technology commercialization, identification of market opportunities, information resources, sector advocacy, and sector-specific marketing initiatives at all levels of opportunity (local, regional, provincial, national, and global). For more information about the Ottawa Life Sciences Council, visit [www.olsc.ca](http://www.olsc.ca) or call (613) 521-1008.

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