

SUN Money

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MARKET Watch

Prime	4.25%
Dollar	85.04 +0.12
TSX	9,057.97 +46.81
Dow	10,522.23 +1.92
NASDAQ	2,101.97 -0.57
Gold	\$452.40 +0.33
Silver	CLOSED
Oil	CLOSED

Malls packed

Shoppers swarmed America's malls and stores yesterday, even before the sun rose, to grab early-bird deals as the holiday shopping season officially began in the U.S.

Despite freezing temps in some places, and huge crowds, shoppers came armed with lists, credit cards and game plans with sometimes military precision. They created shortages already in some popular gadget gifts. — AP

Local Stocks

Adress 2310 046 010

Collaboration helps bring technology to market

By DAVE PIZER

THE WAIT is finally over for Carleton University professor Bryan Hollebone. The chemistry professor's struggle to find the right partners to help bring his revolutionary water-testing technology to market has ended.

Hollebone, who began his research at Carleton in 1977, patented his discoveries eight years ago.

"It has taken me this long to find partnerships that could make it happen in a commercial situation," he said.

Hollebone and Carleton University have teamed up with EcoVu Analytics — formerly CTD Photonics — and the Ontario Centres of Excellence Inc., Algonquin College, private firms Caduceon and Entente Group and all three levels of government to bring Hollebone's vision to the market.

"This is truly a collaborative (effort) where you have university, college, laboratory... and then three levels of government all collaborating to do a shared project and a shared win," said Ray Novokowsky, CEO of EcoVu Analytics.

"And that's quite a coup to have all those players at the table."

Identify pathogens

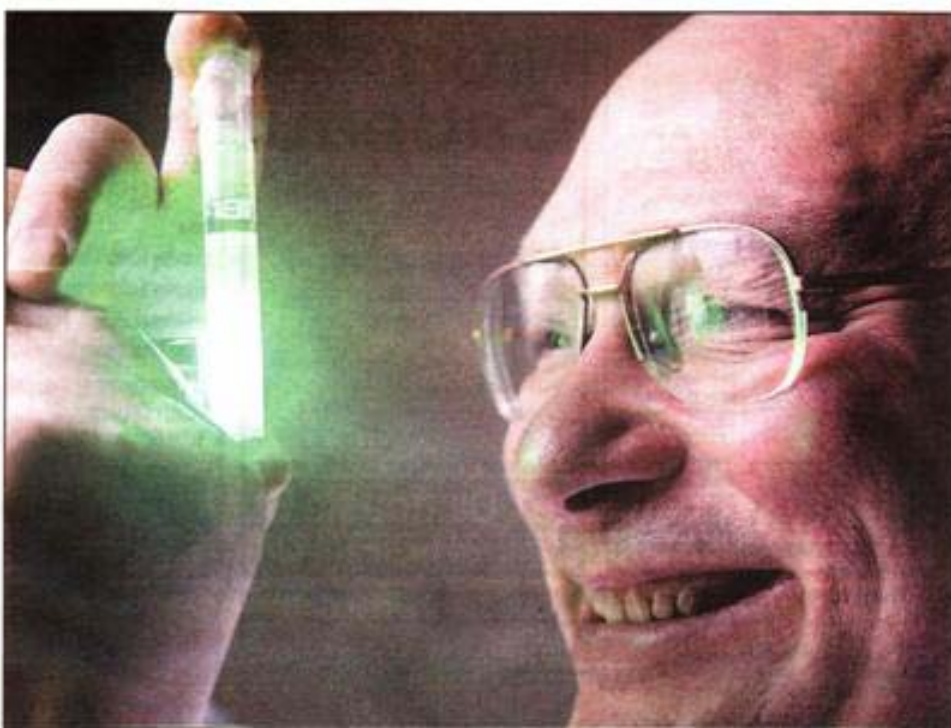
The water-testing system, which incorporates chemistry and spectroscopy to identify pathogens and other pollutants in water, will shrink the time it takes to test water samples from days to just hours, possibly even minutes.

It will also cut the cost for water testing, which is estimated at \$10 billion-a-year worldwide.

The finished water-testing device will be portable and be able to test water on site.

It will include what Novokowsky calls a "chemical trap" that will increase the concentration of the solid phase elements in the sample, and use spectroscopy (light) to identify the kind and quantity of pollutants in the water.

For a drinking water plant, this means that if groundwater or surface water samples show traces of pathogens,



Suzanne Bied SUN

ECOVU ANALYTICS CEO Ray Novokowsky demonstrates a water-testing system developed by Carleton prof Bryan Hollebone. EcoVu is one of the partners that are helping to bring the technology to market.

Biz, government test the waters

then the plant can treat them right away, Hollebone said, "whereas if you only knew a week later, that water would have already gone out to the clients."

Novokowsky foresees a host of uses and customers, including municipalities testing their drinking water, the food and beverage industry, metals and mining, pulp and paper and other industries looking to ensure they aren't releasing pollutants into the environment.

"What Carleton has brought to us through Hollebone, into these patents, is something that is going to really rock over the next five years," said Novokowsky.

Novokowsky is so con-

vinced that his company, which specializes in photonics, has changed its name to reflect its shift in focus from the telecom to the environmental sphere.

'Paradigm shift'

Novokowsky compared the commercialization of Hollebone's patents, and its potential impact on the water-testing industry, to the shift from boats to airplanes for overseas travel in the 20th century.

"It's quite a paradigm shift," Novokowsky said.

Dan McGillivray, interim managing director for the environment centre — a branch of the OCE — also expects big things from the

partnership.

The OCE has invested \$195,750 over two years into the project, which has raised \$325,000 so far.

McGillivray said the two-year time frame will give the Carleton and Algonquin students involved time to become familiar with the technology.

"You get people to go out with it; that are able to run it and use it in an effective way," McGillivray said. "I'm hoping they all get hired by EcoVu."

McGillivray said the technology's low cost and high speed make it particularly exciting.

"Right now, to test water, you actually send large vol-

umes to a lab and it can take three to five days," McGillivray said.

Increased awareness

"That's too long, especially if there's something wrong with water you're going to drink."

Hollebone said increased population density, increased industrialization, along with increased awareness of health threats in the water system, have come together to create a market.

"We started off in the '80s with the understanding that someday, somebody would come asking for this," Hollebone said.

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