

PRESS RELEASE

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Major World Universities to Showcase Innovations at IEEE *Green Technology* Conference for 2010

Dramatic advances in renewable energy and conservation developed at universities worldwide are represented through peer-reviewed papers, presentations, and exhibits at IEEE conference sponsored by Oncor in April

Dallas, Texas, March 11, 2010. Universities across the globe (such as IIT, India) have moved to the forefront in the movement for cleaner energy and are major contributors to the upcoming *Green Technologies Conference*, it was announced today. The conference is produced by the Institute of Electrical and Electronics Engineers (IEEE) with high-level sponsorship by Oncor, the largest regulated electric delivery business in Texas.

"In recent years firms have discovered that the traditional practice of internal research and development has become impractical because of expense. So more and more firms are turning to the halls of higher learning to develop advancements in renewable energy and conservation before going commercial," said Colonel Mason, press relations chairman of the conference. "We are fortunate that many of the more interesting universities have chosen our conference to showcase what they are doing."

The *IEEE Green Technologies Conference* is being held at the fascinating Gaylord Texan Resort & Convention Center in Grapevine, Texas, April 15 – 16, 2010. The event is open to all interested professionals and students. Early registration ends Monday, March 15. Register to attend at <http://www.ieeegreentech.org>

In addition to major presentations and exhibits by Oncor and other industry leaders in the *Green* revolution, universities participating at this writing so far include: University of Tokyo, Japan; Birla Institute of Technology, India; University of the West Indies, Trinidad & Tobago; Southern Illinois University; University of Southern California; Texas State University-San Marcos; Texas A&M-Corpus Christy; University of Texas-Arlington; and others, with more expected to join in the coming weeks.

Highlights of the IEEE Green Technologies Conference are being covered in depth on the ScienceNews Radio Network program *The Promise of Tomorrow*, www.PromiseOfTomorrow.biz, where interviews with scientists, business innovators, and other leaders in renewable energy/conservation at the conference are featured regularly leading up to the event.

"There has never been a better time for the IEEE together with the university research community, architectural, engineering, and other technical professionals to weigh in on environmentally friendly alternatives and improvements to our traditional energy economy" said Ed Safford, Technical Program Chairman of the event. "Wind farms are driving additional grid infrastructure. Photovoltaic technologies are approaching cost competitiveness. Sustainable Design is providing effective alternatives for energy efficiency, and *Green Building* certifications are becoming business discriminators. The IEEE Green Technologies Conference will provide a forum for engineers, professors, architects, technicians, and practitioners to consider all aspects of Green Technologies and their application."

This is an international conference. Those registering to attend are students, professors, engineers, technologists, enthusiasts from the power industry, building industries, conservation camps, lawmakers, and opinion leaders in technology and policy. This conference is coupled with an IEEE Region 5 business meeting and university Student Competitions event. Big and small name companies are represented: Lockheed Martin, Northrop-Grumman, Onco, Rockwell-Collins, Optisense Networks, and others.

Those attending can expect to see:

- Alternative energy sources for home, business, community
- Energy and resource usage, conservation, and efficiency
- Innovative Architecture and other Sustainable Designs
- Alternative energy choices and effects in product development
- Green* requirements, specifications, and emerging standards
- Environmental, economic, and political impacts of "*Going Green*"
- Indoor and outdoor environmental use, impacts, and quality

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