



Doug Parkinson, MLC

Leader for the Government in the
Legislative Council

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Tasmanian Company Competes With the Best at G'Day USA

Tasmanian company Learning Edge International Pty Ltd has participated in an Australian Innovation Shoot Out at G'Day USA in New York.

Representing Tasmania, after winning the Tasmanian Government's C-STAR Award for outstanding commercialisation success in October 2007, The Learning Edge International Pty Ltd (TLEI) joined companies from every Australian state for the event at New York's Astoria Hotel.

Australian innovations, including new approaches to screening for breast cancer, solutions for digital visual workflows for the film and broadcasting industries, the development of polymer composites for passive fire protection and cryogenic processes for CO² capture from natural gas, came under intense scrutiny from a judging panel of America's CEOs, venture capitalists and professors.

TLEI's Vice President of Business Development in North America, Peter van Tienen made a presentation to judges then faced a gruelling ten-minute question and answer session where he was asked questions about market entry strategy, technical capability and intellectual property protection.

"It was a great honour for TLEI to represent Tasmania at such a large event. To be showcased alongside so many other great innovative companies was fantastic. It is truly an honour and a privilege," Mr van Tienen said.

Attending the innovation forum, Tasmanian Leader of Government in the Legislative Council, Doug Parkinson, said the competition in the event was fierce.

"I was delighted to be here today to see TLEI's Peter van Tienen compete in this Shoot Out," Mr Parkinson said.

"Every one of the finalists showcased extremely innovative products with each of them aiming to expand their presence, or break into the highly competitive and lucrative United States market."

TLEI product EQUELLA is a web-based digital repository software solution, which enables educators to easily create, deliver and engage with students by delivering tailored online learning material.

Market demand for EQUELLA is driven by the need for educational institutions to

effectively manage their learning content in a centralised location.

The company does business with the States of Florida, Georgia, North Carolina and British Columbia in Canada as well as a range of universities in North America.

Mr van Tienen said that the educational institutions are transforming the way they manage their learning environments.

The winner of the Shoot Out was Fermiscan from NSW, with their product of an X-Ray diffraction test of hair as an adjunct for the detection of breast cancer.

Held annually each year in Los Angeles and New York, G'Day USA showcases a range of Australian products such as food and wine, film, arts, lifestyle, trade and investment and indigenous culture.

As part of the New York festivities, the Innovation and Technology day profiled Australian innovation and investment potential to the US market, focusing on finance, science, technology and research, as well as development capabilities.

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