

ITEC 2012

2012 IEEE Transportation Electrification Conference and Expo (ITEC '12)
Components Systems and Power Electronics- From Technology to Business and Public Policy

Hyatt Regency Dearborn, Great Lakes Center

Dearborn, MI

June 17-20, 2012

Exhibit Hall Hours

Monday, June 18, 2012: 12:00 pm - 7:30 pm

Tuesday, June 19, 2012: 12:00 pm - 7:30 pm

ITEC Exhibitor Presentation Schedule on the Demo Stage

Presentations subject to change

Monday, June 18, 2012

LithFire-X, LLC: 12:30 pm - 1:00 pm

Guina Research & Development Pty. Ltd: 1:30 pm - 2:00 pm

Plexim, Inc: 6:00 pm - 6:30 pm

Tuesday, June 19, 2012

VIA Motors, Inc: 12:30 pm - 1:00 pm

ITEC Sponsors:



Advanced MotorTech LLC

102

4951 71st Ave. N.
Pinellas Park, FL 33781 USA
(P) 727-412-8200
(F) 727-412-8299
www.advancedmotortech.com



Advanced MotorTech is the leader in electric machine design engineering services, including consulting, prototyping and training. All motor types. Experience and expertise ranges from miniature to 1000's of kW/HP, from new designs to failure analysis, from theoretical concepts to practical design, from design for high efficiency to high power density.

ALTe Powertrain Technologies

517

4425 Purks Rd.
Auburn Hills, MI 48326
(P) 248-409-1000
www.altept.com



ALTe is the developer of the first range-extended plug-in electric hybrid powertrain used to repower light commercial vehicles. The system will be retrofit into existing and new "glider" fleet vehicles to dramatically increase their fuel economy and lower emissions. The system's patented technology improves fuel economy from 80% to 200%.

Chevrolet Volt

223

300 Renaissance Cneter
Detroit, MI 48243
(P) 313-815-3345
www.chevrolet.com



The Chevrolet Volt established an entirely new segment in the global automotive market. It is a five-door, four-passenger car designed to provide the benefits of an electric vehicle without the range limitations associated with other electric vehicles. The Volt is available throughout the U.S., Europe, China and Canada.

Continental Automotive

401

One Continental Dr.
Auburn Hills, MI 48326 USA
(P) 248-393-5300
www.conti-online.com



Continental is among the leading automotive suppliers worldwide. As a supplier of brake systems, systems and components for powertrains and chassis, instrumentation, infotainment solutions, vehicle electronics, tires and technical elastomers. Continental is also an expert partner in networked automobile communication. Continental currently has approximately 167,000 employees in 46 countries.

Ford Motor Company

522

2400 Village Rd.
Advanced Engineering Center
Dearborn, MI 48124 USA
(P) 800-392-3673
www.Ford.com



Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 163,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln.

All Cell Technologies

414

2321 W. 41st St.
Chicago, IL 60609 USA
(P) 773-922-1155
(F) 773-922-1155
www.allcelltech.com



AllCell Technologies designs and manufactures lithium-ion battery packs for transportation and renewable energy applications. The company's patented thermal management technology allows production of compact, lightweight, and long-lasting batteries. AllCell's products avoid the need for expensive and complicated active thermal management systems, replacing pumps, motors, and hoses with a passive system.

ANSYS, Inc.

313

275 Technology Dr.
Canonsburg, PA 15317 USA
(P) 866-267-9724
www.ansys.com



ANSYS brings clarity and insight to customers' most complex design challenges through fast, accurate and reliable engineering simulation. Our technology enables organizations to predict with confidence that their products will thrive in the real world. Customers trust our software to help ensure product integrity and drive business success through innovation.

CODA Automotive

421

2340 S. Fairfax Ave.
Los Angeles, CA 90016 USA
(P) 855-464-2632
www.codaautomotive.com



CODA Automotive is a privately held company headquartered in Southern California that designs, manufactures and sells electric vehicles and lithium-ion battery systems purpose-built for transportation and utility applications. Our vision is to be the key technology provider to reduce global dependence on oil and the harmful social, economic and environmental consequences that follow. Our focus is green technology. Our team is a group of technology-minded innovators with over a millennium of automotive experience dedicated to accelerating the adoption of electric vehicles.

D&V Electronics Ltd.

412

130 Zenway Blvd.
Woodbridge, Ontario L4H 2Y7 Canada
(P) 905-264-7646
(F) 905-264-0502
www.dvelectronics.com



D&V Electronics is testing the future of hybrid / electric vehicle motors and controllers combining proven reliability with performance, accuracy and modularity. D&V's EPT series of electric powertrain testers are built for endurance, laboratory and end of line production testing including the complete vehicle simulation of motors, inverters and batteries.

Ford Motor Company (Continued)

Ford is committed to delivering affordable fuel economy for millions with a comprehensive sustainability plan that includes a clear path for the introduction of advanced technologies across its vehicle lineup. The technologies range from EcoBoost engines to electrification, with a commitment to deliver five new electrified vehicles to the North American market by 2012 including the Transit Connect Electric commercial van, Focus Electric, an all battery electric passenger car, two next generation hybrids including the C-MAX Hybrid and the Plug-In Hybrid, C-MAX Energi.

Guina Research & Development Pty. Ltd. 104

50 Cavill Ave., Level 19
Surfers Paradise, Queensland 4217 Australia
(P) +61 7-5527-6466
www.guinarnd.com



Guina Research & Development is developing Superconducting Electromagnetic Turbines for a number of different applications with a strong focus on transportation and heavy industry. Currently, six scientists and engineers are employed to improve our Turbines. We are working closely with several Institutes and companies to implement new ideas and technologies.

Infolytica Corporation 100

300 Leo-Pariseau
Suite 2222
Montreal, Quebec H2X 4B3 Canada
(P) 514-849-8752
(F) 514-849-4239
www.infolytica.com



Infolytica Corporation's MagNet EM Simulation software can help you predict performance and optimize your devices. MagNet uses the finite element technique for an accurate and quick solution of Maxwell's equations. Areas of application include: automotive, aerospace and defense. Trial editions can be found on our website.

McMaster Institute for Automotive Research and Technology (MacAUTO) 410

1280 Main St. West/ ITB-A 109
Hamilton, Ontario L8S4K1 Canada
(P) 905-525-9140
(F) 905-521-2922
http://macauto.mcmaster.ca



MacAUTO is the coordinating body for automotive research and education at McMaster University. The University's numerous automotive-related research institutes and centres work with industry, government and academic partners in developing and commercializing new technologies including hybrid and electric vehicles, powertrains, and powertrain components and control.

Mission Motor Company 106

1177 Harrison St.
San Francisco, CA 94103 USA
(P) 415-666-2000
www.ridemission.com



Mission Motors is a Tier One supplier of electric powertrain technology for next generation electric and hybrid vehicles. The company builds application-optimized solutions based on its core technology. Mission Motors has earned a reputation for performance and quality through vehicle development partnerships with major OEMs, and through the record-breaking Mission R electric superbike. Mission's team draws from expertise in the automotive, robotics, battery and software industries to develop technologies that maximize the potential of the electric drivetrain.

Orchid Rinehart Motion Systems 403, 510

350 21st St.
Monroe, WI 53566 USA
(P) 608-325-9161
(F) 1.608.325.9161
www.rinehartmotion.com



Orchid Rinehart Motion Systems designs and manufactures power controls for electric and hybrid vehicles of all types, especially those used in very demanding applications. Included in this year's booth is an F-150 Orchid Rinehart electrified in conjunction with the WEMPEC program at UW Madison.

HEVT 423

1016 West Jackson Blvd.
Chicago, IL 60607 USA
(P) 312-243-3110
(F) 312-288-8607
www.hevt.com



HEVT is a technology company focused on the development and commercialization of electric motor/generators without the use of rare earth metals. In particular, HEVT is commercializing a platform of switched reluctance motor (SRM) technologies. HEVT is one of a handful of companies with SRM expertise and the necessary and complementary expertise in power electronics and control. Our patented family of SRMs provides a high performance, more reliable alternative to induction and permanent magnet. motor/generators with disruptive cost benefits.

LithFire-X, LLC 520

440 Burroughs
Suite 118
Detroit, MI 48202 USA
(P) 313 444-4849
www.LITHFIRE-X.com



LithFire-X provides specialized fire suppression solutions to companies that manufacture, store, transport, and employ alternative power technologies. Battery systems (Lithium-Ion, Nickel Metal Hydride, etc.), alternative fuels (CNG, Fuel Cell, etc.), and combustible metals processing present considerable fire risks. We address these risks with quality training interventions, processes, and extinguishing systems.

Magsoft Corporation 322

1 Fairchild Square
Suite 108
Clifton Park, New York 12065 USA
(P) 518-877-8390
(F) 518-877-8685
www.magsoft-flux.com



Magsoft provides CAE tools your engineering team needs to create, design, and engineer.

NC State Advanced Transportation Energy Center 221

1791 Varsity Drive
Suite 100, Room 022
Raleigh, NC 27604 USA
http://www.freedom.ncsu.edu



The mission of the Advanced Energy Transportation Center (ATEC) is to understand and overcome the hurdles of developing, deploying and actively managing large numbers of plug-in and electric vehicles (PHEV & PEV) on the electric utility grid through demonstration, enabling technology and fundamental research.

Phoenix International - A John Deere Company 402

1750 NDSU Research Pk. Dr.
Fargo, ND 58102 USA
(P) 701-282-9364
www.phoointl.com



Phoenix International, a John Deere company, designs custom electronics for original equipment manufacturers. We are leveraging our experience in delivering high quality, cost effective drive train controls with advanced processing platforms for OEMs with Phoenix Drives™ family of high-efficiency inverters for applications where high power, efficiency, and durability are required.

Plexim, Inc.

311

5 Upland Rd., Suite 4
Cambridge, MA 02140 USA
(P) 617-209-2121
(F) 617-209-1111
www.plexim.com



Plexim develops the simulation software PLECS for power electronics systems and electrical drives. PLECS makes it easy to model and simulate complex electrical circuits along with their controls. In addition to the classical PLECS Blockset for MATLAB/Simulink, the new PLECS Standalone edition is available as a completely independent product.

Powersim Inc.

400

800 West Cummings Pk.
Suite 2950
Woburn, MA 01801 USA
(P) 978-470-0633
(F) 801-807-5091
www.powersimtech.com



Powersim Inc. develops and markets PSIM, a leading simulation software designed for power electronics and renewable energy applications. PSIM also offers additional capabilities, including Motor Drive for electric motor drive system studies, Auto Code Generation capability with target support including TI DSP Delfino F2833x, and SimCoupler for co-simulation with Simulink®.

SBE, Inc.

315

81 Parker Rd.
Barre, VT 05641 USA
(P) 802-661-3501
(F) 802-661-3950
www.sbelectronics.com



SBE, Inc. is a leading developer and manufacturer of film capacitor solutions providing higher reliability and power density, with simpler cooling for transportation, alternative energy, laser and military/aerospace. SBE solutions provide industry leading ESL, ESR and integrated bus/capacitor solutions.

University of Wisconsin

303

432 N. Lake St.
Madison, WI 53706 USA
(P) 800-462-0876
(F) 608-263-3160
http://epd.engr.wisc.edu



UW-Madison Engineering Professional Development provides the latest information on technological advances and new developments in the industry through: short courses on topics such as internal combustion engines and engine research: an online degree in Master of Engineering in Engine Systems, and on-site courses.

Zytek Automotive

603

28175 Haggerty Rd.
Novi, MI 48374 USA
(P) 248-240-8480
www.zytekautomotive.com



Zytek Automotive manufactures electric drive systems from 25kW -120kW. Zytek's specialist engineering teams have developed a variety of electric and hybrid demonstration vehicles; from light passenger cars to heavy commercial vehicles.

PMG Corporation

601

1751 Arcadia Dr.
Columbus, Indiana 47201 USA
(P) 812-379-4606
(F) 812-829-2270
www.pmg-sinter.com



PMG is a leading global supplier of sintered components & systems for the automotive industry. PMG is recognized as a leader in design and manufacturing of synchronizer components and systems for manual transmissions mostly for the European and Asian markets.

Powersys, Inc (JMAG FEA Software)

301

8401 Greenway Blvd. Suite 210
Middleton, WI 53562 USA
(P) 727-288-8100
(F) 608-203-8811
www.jmag-international.com



JMAG is a comprehensive FEA software solution for electromechanical equipment design and development. JMAG can be used for a wide range of system design problems, including drive circuits, due to the capability to link the analysis with a power electronics simulator. The JMAG booth will showcase the newly released of JMAG-SuperExpress an FEA-based motor design tool that obtains detailed simulation results with simple operations.

University of Texas at Dallas

425

800 West Campbell Rd.
Richardson, TX 75080 USA
(P) 972-883-6609
(F) 972-883-2710
http://www.utdallas.edu/research/REVT



University of Texas at Dallas is located in middle of Telecom corridor. The Renewable Energy and Vehicular Technology Laboratory (REVT) is a research center with focus on development of technologies which can ensure optimal harvest, transfer, storage, and consumption of electricity in stationary and mobile platforms.

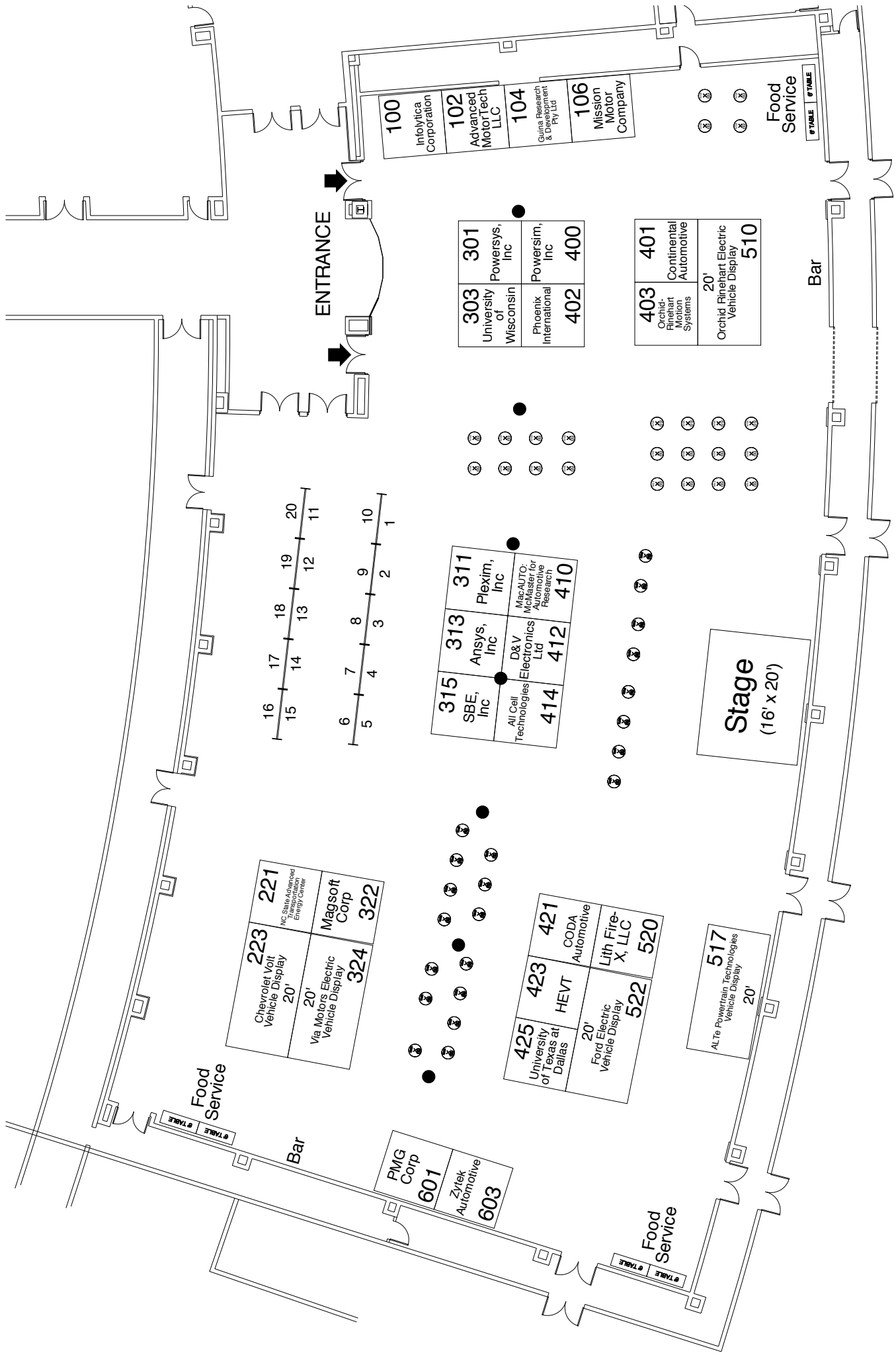
VIA Motors, Inc

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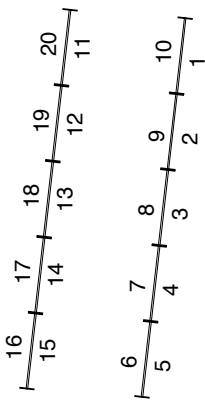
975 N. 1430 W.
Orem, UT 84663 USA
(P) 801-764-9111
(F) 801-764-9333
www.viamotors.com



We build electrified versions of your favorite trucks, vans and SUVs.



ENTRANCE



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Bar

Stage
(16' x 20')

Food Service

Food Service

Food Service

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