

## **MEDIA RELEASE**

Wednesday 9 April 2008 -**EMBARGOED until Friday 11 April 2008**

### **New Gold Coast Centre fosters innovation**

Eliminating migraines, creating innovative ads on sporting fields, smart travel software and alter egos in cyber space will be the first big things to grow at the new Gold Coast Innovation Centre (GCIC).

The GCIC, being officially opened today (11 April 2008) by the Minister for Tourism, Regional Development and Industry Desley Boyle has been established to support the growth of scalable businesses in the Gold Coast region, with an aim of supporting sustainable economic growth of the region's knowledge-based industries.

GCIC CEO Andrew Loch said the four founding clients at the centre, MigcoBio, GrassAds, Allotz.com and MyCyberTwin were good examples of the innovative technology-based businesses the centre will support.

MigcoBio are developing a novel treatment for migraine, GrassAds are marketing a robot that paints advertisements on sporting fields, Allotz.com provides a software platform for optimising online sales for the accommodation industry and MyCyberTwin provides online virtual personalities for access to automated interactive information and support services.

"As you can see, these businesses are all very different but we can offer each of them tailored support as they grow," Mr Loch said.

"Typical businesses will possess innovative technologies, products and business strategies from which to pursue significant market opportunities, delivering direct economic benefits to the region from their commercialisation activities. Clients are expected to be involved in a broad range of industries including: medical devices, biotechnology, ICT products and services, energy & environmental solutions," he said.

Tourism, Regional Development and Industry Minister Desley Boyle said the Queensland Government was very pleased to support the Gold Coast Innovation Centre.

"This will let people know that the Gold Coast is more than just the sand, surf and sunshine - it's a world where innovative companies are putting Queensland on the world stage," Ms Boyle said.

"We have provided \$500,000 to help the Centre create high value jobs and add to the Gold Coast region's reputation as a fast-growing, innovation business destination.

"It is part of the Government's overall commitment to increasing business investment in the commercialisation of research and development which is so important for our future economic growth and prosperity."

Mr Loch said the Centre, also funded by Griffith University and the Gold Coast City Council, offered open plan workspaces, dedicated offices, a reception area and a boardroom for client meetings as well as providing an education workshop program and other mentoring and support services to clients.

Mr Loch said GCIC's focus is to support the successful growth of its clients in order to foster the development of knowledge-based industries on the Gold Coast.

**ENDS**

**For more information contact Andrew Loch on 07 55 527289 or 0407 960 004 or email – [andrew.loch@gcic.net.au](mailto:andrew.loch@gcic.net.au).**

## **MEDIA RELEASE**

### **Brief company profiles:**

#### **Allot.com**

Allotz.com Limited is a Queensland based company offering Seriously Smart Travel Technology to today's global travel market. Allotz.com senior management have over 40 years combined experience in the online travel and accommodation environment. With an in-depth understanding of the needs of online travel suppliers and sales portals, Allotz.com has developed an innovative technology solution to be the leading global stand for the management of online inventory for the benefit of Accommodation Providers and Online Selling Channels alike.

#### **GrassAds**

GrassAds is a Queensland based company that is expanding into the US market using robotic technology to create advertising on grass. The company has developed and proven this patented technology in the Australian market and it is now developing its international capability with expansion into Florida USA. GrassAds is introducing affordable creativity in grass advertising to an immense range of sporting events and venues, from corporate gold days to major stadiums. More cost efficient and stylised than traditional techniques, GrassAds can offer unlimited options in size and creative content to its clients. GrassAds is changing grass advertising from a small niche market available to only a small number of clients to a mainstream outdoor advertising medium affordable to all sectors of the market.

#### **MyCyberTwin**

MyCyberTwin was founded in 2005. Its invention was the result of the fusion of innovative ideas by co-founders, Dr John Zakos (CIO) and Liesl Capper (CEO). They combined their collective decades of research in information technology and psychology, to invent MyCyberTwin and make it a reality. The last technology company they built is now listed on the stock exchange. MyCyberTwin allows you to quickly create compelling virtual personalities called CyberTwins. These virtual beings live and breathe on the web, and chat to your friends or customers on your behalf.

#### **MigrcoBio Pty Ltd**

MigcoBio is integrating innovative research on the genetic factors involved in migraine headaches with the development of therapeutic treatments. This company shares the goal of its parent, Migco Pharmaceuticals Ltd, to develop and bring to market new therapeutic products that will significantly improve the lives of those suffering from migraine. In the United States alone more than 28 million people suffer severe migraine with lives seriously disrupted during painful and prolonged attacks. Migco's vision is to become the recognised pace setter in therapies to prevent these debilitating attacks and a world leader in treatments for other neurological conditions.