

# Tessonics Wins the Premier's Catalyst Award

Tessonics Inc., a spin-off-company of Daimler-Chrysler and the University of Windsor and led by physics professor Roman Maev, was named the start-up company with the best innovation at the Premier's Catalyst Awards celebration in Toronto, April 24. Its handheld spot-weld analyzer uses new physical principles—advanced high-tech electronics as well as ultrasonic imaging—to identify internal material microstructure and possible flaws in it. The system has the potential to save manufacturers hundreds of million of dollars annually in quality control, and in just the first 18 months of Tessonics activity, has generated over \$4 million in sales to automakers around the world.

Dr. Maev says the award, which includes a research grant of \$200,000, shows the value of applied sciences: "It's a good example of how universities can bring new business initiatives to the local community and to the province."



He hopes to use the money to explore the potential for this ultrasonic imaging technology for use in biomedical research, possibly in conjunction with the Schulich School of Medicine and Dentistry – Windsor program, scheduled to open in 2008.

"We already proved ourselves as serious partners for industry," Dr. Maev says. "This money is a gift as an opportunity to support student involvement in advanced research on our campus and to convince investors of the potential for biomedical diagnostic work."

Maev has found much to appreciate about the Tessonics model for research commercialization. He cites its multi-disciplinary approach—besides physicists, he has worked with colleagues in electrical and materials engineering, computer science, biology, and even the Odette School of Business.

"Actually, the business students work with us and learn to address very particular problems," he says. "They conduct market research, they talk with product developers. It's all experience drawn from real life."