

PRESS RELEASE

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## Ascension's phasorBIRD Wins 2006 R&D 100 Award

**BURLINGTON, VERMONT: August 4, 2006** – Ascension Technology Corporation's **phasorBIRD™**-- a high resolution, "lens-less" optical tracking device -- has been chosen to receive the esteemed **R&D Magazine R & D 100 Award**. The award honors "the 100 most technologically significant products introduced to the marketplace" over the past year. phasorBIRD is a breakthrough in pilot head tracking that significantly improves the effectiveness of helmet-mounted display systems in air and ground combat vehicles.

For 44 years, the R&D 100 Awards have signified industry excellence by honoring the most innovative ideas each year. Selected by an independent judging panel of technical experts and R&D Magazine's editors, award-winning products are based on their "importance, uniqueness and usefulness."

phasorBIRD's uniqueness lies in its ability to precisely track a pilot's head over a wide field of view, at high speed, with accuracy better than 0.1° -- a hard requirement for use in emerging helmet-mounted display systems. phasorBIRD significantly overcomes the limitations of previous generation magnetic helmet trackers and enables a pilot to aim weapons, acquire mission-critical information, and receive self-protection prompts simply by looking at a target through a reticle (graphical icon) superimposed on his visor.

phasorBIRD was developed by a team of Ascension engineers, led by Primary Engineer Don O'Dell and Vlad Kogan, Senior Design Engineer who will travel to Chicago this fall to accept the award on behalf of Ascension.

"We are pleased to receive our third product of the year award from R&D Magazine," said Ascension Vice President, Jack Scully. "phasorBIRD represents a revolutionary breakthrough in pilot head tracking that will be used extensively by our armed services in the years to come."

Ascension Technology Corporation, based in Burlington, Vermont, USA, is a world leader in the manufacture and sale of magnetic, optical, and hybrid motion tracking solutions for industrial, medical, and military applications. More information about Ascension is available at [www.ascension-tech.com](http://www.ascension-tech.com) or at 802-893-6657.



**phasorBIRD inventor Don Odell is shown here in the cockpit of an F-15 aircraft. Mr. Odell is holding a flight helmet that will be instantly tracked with phasorBIRD – a motion-tracking breakthrough that uses a pilot's natural head pointing abilities to aim weapons and receive self-protection prompts.**

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