

Three Major Awards Winners for Cork Institute of Technology at 2013 Enterprise Ireland/Invest Northern Ireland Think Outside the Box Finals Galway

A Great Day for CIT ... Three Major Awards 2014 Think Outside the Box Finals come to CIT

From over 400 Entries Islandwide for the Enterprise Ireland/Invest Northern Ireland Think Outside the Box Student Enterprise Competition and following three gruelling days of preparation, presentation and exhibition Finals in Galway, the results of the Think Outside the Box Competition were announced by Minister John Perry:

**First Place and
Enterprise Ireland/Invest Northern Ireland
Think Outside the Box Enterprise Ireland/Invest Northern Ireland
Think Outside the Box
Student Entrepreneur of the Year 2013 - €10,000**

Company AH Technology **Product** Mastech
Cork Institute of Technology
Animal Healthcare Device Design and Development

CIT Multi-Discipline Start-Up Innovation Team
Nicola O'Mahony, Donal Carey, Kenneth Barry, Damien McAuliffe,
Ciaran Malone, Owen Mc Donagh, and James Cahill.

**Cruickshank Intellectual Property Attorneys
Most Technologically Innovative Product 2013 - €5,000**

Company Sweet Sounding Electrics **Product** Hush Hush Hairdryers
Cork Institute of Technology
Electronic Device Development

CIT Multi-Discipline Start-Up Innovation Team
John Kelleher, Mariah Reidy, Marco Quatrana, Kieran Minehane,
Colm Kearney, Shane O'Driscoll, and Niamh Ryan.

**Enterprise Ireland / Invest Northern Ireland
Think Outside the Box Award of Merit 2013 - €1,500**

Company 123 Fitness **Product** Robobox
Cork Institute of Technology
Sports Training Device Development

CIT Multi-Discipline Start-Up Innovation Team
Donagh Good, Eoghan McEnery, Brian Hand, Aidan O Sullivan,
David Linehan, James Fogarty, and David Waterman.

This fabulous success, which left students and supervisors literally speechless in Galway, is a red letter day for CIT. A most sincere congratulations to these student, who are a great credit to CIT and their supervisors Breda Kenny, Ruth Vance, Hugh O'Donnell, Chris Gibbons and Seán F. O'Leary, who have been most dedicated in preparing the students both at home and in Galway.

Publicity Summary AH Technology™

Company Name - AH Technology™

Product Name - MasTech™

Animal Healthcare Device Design and Development Multi-Discipline Start-Up Innovation Team

Nicola O'Mahony, Donal Carey, Kenneth Barry, Damien McAuliffe, Ciaran Malone, Owen Mc Donagh, and James Cahill.

MasTech™ - an in-line automatic detection system for mastitis in cows.

Mastitis has a significant adverse economic effect on dairy farmers throughout the world. Currently, most detection methods available are for the bulk milk tank. These methods do not facilitate rapid isolation of the infected cow. The developing MasTech™ product is designed to enable early identification of the infected cow during the milking process.

The MasTech™ product, developed by multi-disciplinary student team, AH Technology™, is unique in that it is an automated device which can be retrofit to any existing milking parlour and will test the milk sample during the milking process causing minimal disruption to the farmer. Currently the farmer has to test the cows manually by obtaining milk samples from each cow and then test them. This can be time consuming and is rarely done - so early detection of infected cows is rare.

The early identification and isolation of the infected cow by MasTech™ has major animal welfare and husbandry benefits for the cow and herd, and also has significant and on-going financial benefits for the farmer, creamery, and milk processor.

The product is currently in the prototype stage. Initial proof of concept testing has been undertaken and has proven very promising. Further product consistency testing on the developing prototype is planned to ensure the product works in all conditions that may arise in the milking parlour environment.

Publicity Summary Sweet Sounding Electrics™

Company Name - Sweet Sounding Electrics™

Product Name - Hush Hush Hairdryers™

Electronic Device Development Multi-Discipline Start-Up Innovation Team

John Kelleher, Mariah Reidy, Marco Quatrana, Kieran Minehane, Colm Kearney, Shane O'Driscoll, and Niamh Ryan.

In the home, excessively noisy hairdryers can wake sleeping children, make it difficult to converse and cause annoyance when watching TV.

In the hair salon multiple dryer environment - with noise levels for individual hairdryers measured by the Sweet Sounding Electrics™ team as exceeding 90dB - there are serious concerns for hearing impairment of hair dressers.

Exposure to constant and excessive noise can also cause other health problems including: stress, tinnitus, potential permanent hearing loss, headache, elevated blood pressure, fatigue, Irritability, digestive disorders and increased susceptibility to colds and infections.

Under Irish Law, ear protection must not only be provided - but must be worn in the event of workplace noise levels exceeding 90dB daily. Ear protection however is impractical for both hair salon and home environments.

The Hush Hush Hairdryers™ device, product of multidisciplinary student team Sweet Sounding Electrics™, provides a novel, effective and unobtrusive method of hair dryer noise reduction within both the home and salon environment.

Publicity Summary 123 Fitness™

Company Name - 123 Fitness™

Product Name - Robobox™

Sports Training Device Development Multi-Discipline Start-Up Innovation Team

Eoghan McEnery, Brian Hand, Aidan O'Sullivan, David Linehan, James Fogarty, David Waterman, and Donagh Good.

Boxing is in the public eye at the moment due to Ireland's recent success in the Olympic Games. Katie Taylor and John Joe Nevin took home gold and silver medals from the London Olympics 2012. These wins coupled with the bronze medal wins of Paddy Byrnes and Michael Conlon help solidify the idea of "the fighting Irish".

123 Fitness™ is an Irish based company - the brainchild of a multidisciplinary student team - developing the Robobox™ product - a novel boxing pad trainer.

Not limited to just boxing, Robobox also provides a great cardio workout. Robobox™, in fact, provides a mixture between cardio and strength training, which gives the product great flexibility. The product can also be combined with toning or *Boxercise* classes, making Robobox™ an all-encompassing product - suitable for men and women of different sports, backgrounds and fitness levels.
