

## **Emerging Technology Company of the Year** **MIST Innovations Inc.** Detroit

By Bernadine Stallings

**MIST Innovations Inc.** has been providing data and communication security for businesses, individuals and homeland security since 2004.

Formerly **SecureCom Technologies Inc.**, the Detroit-based company has combined surveillance and mobile video technology with the development of its MISTonDemand and MobilConnect products.

MISTonDemand transmits video from surveillance cameras to mobile phones, allowing business owners to track remote locations using a smart phone or personal digital assistant.

MobilConnect feeds live video from buses or police vehicles to other units in the field, providing surveillance of targeted areas.

MIST's partnership with **Verizon Communications Inc.**, based in New York, has allowed the company to market MISTonDemand to smaller companies.

MIST also has joined with **Pure Entropy Technologies L.L.C.**, an encryption security company in Troy, to ensure users have the most updated and secure system available.

"The leadership team at MIST Innovations has witnessed incredible growth — the number of employees has increased from two to 18 in less than two years," said Ken Rogers, Automation Alley executive director in an e-mail.

"Their growth has been remarkable and is a positive example of a high-tech firm thriving in Southeast Michigan."

The company expects to expand and develop new products through an investment from **Oracle Capital Partners L.L.C.**, a private-equity firm in Detroit.

The **Edward Lowe Foundation** named MIST one of "Michigan's Top 50 Companies to Watch" in April 2008.

-- *Bernadine Stallings*