



Friday, August 08, 2008

Automation Alley Invests \$600,000 In 3 Southeast Michigan Startups

TROY - Automation Alley recently invested \$600,000 to assist three Southeast Michigan companies develop their innovative technologies and businesses.

The following companies were the selected recipients:

Cargo Solutions Group LLC (Sterling Heights): Cargo Solutions Group offers aftermarket consumers a solution to the problem of pickup truck box utility by providing a product which both protects and improves accessibility to property transported in the box.

Pure Entropy Technologies/Encryption Security Solutions LLC(Orion): The two companies offer their own unique encryption algorithm, Jumble Engine. They provide software solutions that securely encrypt all forms of data, including live high definition streaming video, and protect data from being viewed by unauthorized parties to the government and commercial markets. More at EsSquared.Com

SalezTrack (Troy): SalezTrack has created customer relationship management (CRM) software for auto dealers that assists with lead follow-ups by phone and email, and manages follow-up appointments at the dealership with a patent-pending Showroom Appointment Board, which has been documented to double appointment show rates. More SalezTrack.Com

"By investing in local technology companies, we are investing in the future of Southeast Michigan," said Ken Rogers, executive director. "Our investments will assist entrepreneurs facilitate research, development, and commercialization of their products. Automation Alley is committed to supporting entrepreneurial growth in the region because fresh, forward-thinking products and services are key to the region's transformation."

To date, Automation Alley has invested in more than \$3.3 million in 21 technology-driven companies across Southeast Michigan.

For additional information, AutomationAlley.Com

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Source: MITechNews.Com

