

# THE KILLER<sup>50</sup>

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## Disruption, disruption, disruption!

by John Fenton

Business Weekly's inaugural Killer50 – the 50 most disruptive technologies produced by East of England companies – is announced here today.

The initial 50 have been chosen on raw technology that has either achieved commercial success or promises to do so – but it's a technology play rather than a financial one.

Our Killer50 spans the whole gamut of scientific and technological advances that are improving the quality of peoples' lives and the way we work.

The Killer50 elite was devised following the launch in last year's East of England Business Awards of the new Killer Technologies category.

The winning company, Tonejet – at the cutting edge of advances in digital printing – and effective runner-up Horizon Discovery, whose technology is leading the march towards personalised medicines, both figure in the Killer50 pantheon as they have continued to progress.

The elite will be updated on an ongoing basis. Companies will be eliminated from the list if they fall off the pace – or their technologies fail – and new ones added if they hit the fast-track.

Killer50 will help inform the decisions of existing and potential investors and collaborators and provide a technology window to the world for the 'ideas region.'

While the decisions in compiling and maintaining the list are necessarily subjective, Business Weekly is ideally placed to perform the task. It has the ear of chief executives and influencers with their fingers on the pulse of developments in local science & technology.

The newspaper also has unrivalled relationships with Dons and heads of department at world-leading universities and research institutes – the mothers & fathers of invention.

If companies feel we have genuinely missed a beat we are always open to receiving submissions – around 150 words by email to Tony Qusted: tquested@businessweekly.co.uk

They will be assessed both internally and with a panel of hand-picked science & technology specialists – funders and inventors. The final decision rests with us.

### The rationale

Typical of the kind of companies we are championing is Ely-based Lumora and its proprietary BART® technology platform.

Lumora is making the complicated world of molecular

diagnostics far more accessible for those wishing to detect pathogens, disease state markers or even GMO. The \$4bn global molecular diagnostics market offers tests of superior accuracy and speed than many traditional methods. However, molecular tests are complicated, costly and fragile to handle.

Lumora's 'Molecular made easy' approach to molecular diagnostics, manifests itself in remarkably simple, robust and low-cost hardware and reagents suitable for both non-expert users as well as specialist laboratories.

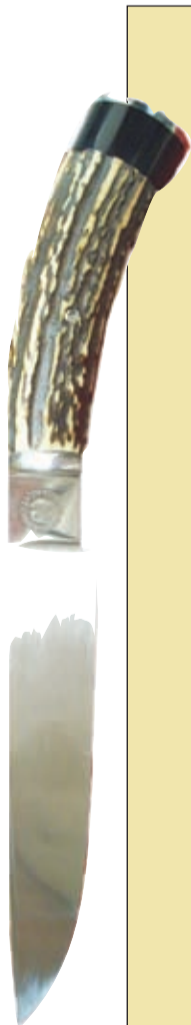
The hardware has no moving parts (except for the lid!), can be run just about anywhere and can be designed to run anywhere between 1 and >5000 samples simultaneously.

Its technology represents a truly differentiated molecular diagnostic product, which is not reliant on traditional optical or electrochemical processes and is associated with unique, granted IP and a highly trained team which understands the technical, regulatory and marketing constraints on developing novel tests for partners based on the BART® platform.

Lumora is already working with major global partners who recognise the market potential of the BART® diagnostic platform in clinical, industrial, veterinary and defence applications.

· Don't miss our 'Killer50' supplement on September 17.

## The inaugural Killer 50



- AlertMe (Smart energy and monitoring technology)
- Antenova (Integrated antenna solutions)
- Astex Therapeutics (Drug discovery)
- Autonomy (Internet software)
- Axon Automotive (Fuel efficient cars)
- Cambridge CMOS Sensors Ltd (Nanotech gas sensors)
- Camcon Technology (Binary actuating technology)
- CamFridge (Energy efficient, gas-free refrigeration and cooling)
- Cambridge Radio Frequency Services (Spectral monitoring & management)
- CamSemi (Controllers for low cost, energy efficient power conversion)
- Cambridge Temperature Concepts (Advanced temperature monitoring)
- CamrivoX (Products for unifying telephony with On Demand CRM applications)
- CDT (Light emitting polymers)
- CIP Technologies (Advanced photonics)
- CSR (Bluetooth wireless solutions)
- DisplayLink (Network display technology)
- Eagle Genomics (Genomics)
- Ember (Zigbee compliant chip maker)
- EnVal (Recycling specialist)
- E-Stack Ltd (Low energy ventilation systems)
- Frontier Silicon (Fabless semiconductors)
- Heptares (Drug discovery)
- Horizon Discovery (Enabling personalised medicines)
- Inca Digital (Ink jet printing)
- ip.access (Picocells and femtocells)
- Keronite (Advanced surface technology)
- Lab21 (Advanced pharma and healthcare testing)
- LiDCO (Cardiac sensor systems)
- Light Blue Optics (Miniature laser projectors)
- Liquavista (Electrowetting display technologies)
- Lumora (Molecular based diagnostics)
- Magnifye (Super-magnet technology)
- Nujira (Powering eco friendly base stations)
- OrthoMimetics (Regenerative medicine)
- Owlstone Nanotech (chemical detection and sensing)
- Plastic Logic (E-reader developer)
- Polatis (Optical switch & network solutions)
- Polysolar (Solar cell architecture)
- ProMetic Biosciences (Enabling safer therapeutics)
- Pursuit Dynamics (Gas driven supersonic PDX Technology)
- Qasara (LTE protocol stacks)
- Senexis (Small molecule drug development company)
- Solarflare (Enabling technology for data centre and enterprise networks)
- Syne Qua Non (Clinical data management)
- The Automation Partnership (Automation systems for Life Sciences)
- Timstrip (Intelligent disposable labels)
- Tonejet Ltd (Digital printing)
- Ubisense (Real time location systems)
- Velocix (NewG content delivery networks)
- Xaar (Ink jet printheads)



Commemorating the University of Cambridge's 800th Anniversary

## Buying into the brain gain

It's the business blockbuster of the year – or any other year in terms of science & technology related publications.

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It provides the ultimate inside track on the legacy bequeathed to the planet by this world famous institution's key researchers over the centuries.

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