



**For immediate release**

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## **INNOVOLT INC. LAUNCHES FIRST MAJOR ADVANCE IN SURGE PROTECTION TECHNOLOGY IN 20 YEARS**

***Superior Protection, Advanced Diagnostics and Energy Monitoring Revolutionize  
Power Protection for Residential, Office, Industrial, Utility and OEM Users***

**ATLANTA (April 22, 2008)** – Innovolt Inc., an Atlanta-based Georgia Tech ATDC (Advanced Technology Development Center) company, announced today the launch of a surge protector that marks the first major advance in surge suppression technology in more than 20 years.

The new device utilizes patent pending CVSS™ (Current & Voltage Surge Suppressor) technology – a revolutionary discovery that protects electronics equipment against potentially damaging power disturbances such as voltage surges, current surges and under/over-voltage. Surge protectors available on the market today are made with TVSS (Transient Voltage Surge Suppressor) technology and are designed to only protect against short duration voltage surges caused by lightning strikes, a phenomenon that represents less than one percent of all measured power disturbances. Consumers, when they purchase a TVSS surge protector, expect that it will protect their electronics equipment against all types of power disturbances, not just rare lightning strikes.

Innovolt's new CVSS products, on the other hand, offer complete power protection at an affordable price. Additionally, advanced diagnostics and energy monitoring functions, made possible through the use of microprocessors, provide end-users and service providers with information to reduce unscheduled downtime and to reduce total cost of ownership.

Suresh Sharma, President & Chief Executive Officer of Innovolt said, "Most people own surge protectors but are unaware they are only protecting their equipment against lightning strikes, representing less than one percent of power disturbances. As a result, equipment continues to fail with 'power surges' taking the lion's share of the blame, even though surge protectors are typically deployed. Surge protection technology has not changed in more 20 years even as digital and video electronics have been revolutionized. In our mind this represents a significant market gap that Innovolt is directly addressing."

Dr. Deepak Divan, Chairman and Chief Innovation Officer, founded Innovolt in 2005 after recognizing the need for better surge protection suitable for the 21<sup>st</sup> century. "Today's sophisticated electronics are susceptible to power disturbances and require equally sophisticated protection. Innovolt's CVSS is a cutting-edge solution that economically meets the market need," Divan said. Commenting on the unique value offered by the CVSS, Divan indicated that "the smart technology behind Innovolt products delivers safety, security and peace of mind to users. Advanced diagnostics, energy monitoring and reporting functions enable identification of when a problem has occurred and how the problem should be addressed, potentially saving hours of time and money."

Innovolt products are also in keeping with today's movement toward "green" buildings. The diagnostics function can provide an energy consumption profile, giving office managers an

automated tool for conveniently monitoring and minimizing energy costs. Innovolt surge protection products are currently available for the residential, office, retail and industrial and utility market segments.

#### **ABOUT INNOVOLT**

Innovolt Inc., a global leader in power protection innovation, has revolutionized the industry with the development of cutting-edge surge suppression devices for Residential, Commercial, Industrial, OEM, and Utility customers. Innovolt's power protection technology protects electronic products not only against lightning strikes, but against more common occurrences such as current in-rush surges that flow from the power grid into electronics equipment, weakening and often damaging it. The founders and creators of Innovolt are committed to providing the marketplace with next generation products that are not only state-of-the-art, but affordable. Innovolt operates with integrity, growth vision and strong work ethic as its core values. Based in Atlanta, Innovolt is an Advanced Technology Development Center (ATDC) company, with global ties. For more information about this innovative company, visit [www.Innovolt.com](http://www.Innovolt.com).

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