

Microsoft discovers a window of opportunity in Iowa

\$594-million data center will be "where the internet lives"

Microsoft has announced that a new \$594-million data center is coming to West Des Moines, Iowa.

That 150,000-square-foot data center, described by Microsoft General Manager Michael Manos as the place "where the internet lives," will house large-scale, worldwide Web services for the company's on-line services businesses.

"With the growth of audio and video applications, social Web sites, mobile devices and other Internet demands,

data centers are becoming increasingly important as we strive to increase online computing support centers to provide users with enhanced Web services," says Manos.

The data center will consist of tens of thousands of computers serving as a nerve center for the Internet. It will be a key hub for the dissemination for Microsoft online services and products, such as the Hotmail web-based e-mail service and Microsoft Instant Messenger services.

Manos says roughly 500 million individual users will be served by the new facility. The data center is expected to employ 50-75 people—mostly in information technology professions—at an average salary of \$70,000 a year.

"We are very proud to welcome Microsoft to Iowa," Governor Chet Culver said at the ceremony. "In making its decision, Microsoft recognized what we in Iowa have known all along — our workforce and quality of life is top notch. I am absolutely committed to bringing

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Visitors to Honey Creek Resort look out on blue skies over 11,000 acre Rathbun Lake, often referred to as “Iowa’s Ocean” because of its popularity for fishing and boating.

With advance bookings already extending over the next two years, Honey Creek Resort offers deluxe accommodations in 105 guest rooms and suites, a 6,000-square-foot convention center, and dining at the Lakeshore Grill, which has a wraparound outdoor patio.

The Resort also includes a 9,000-square-foot indoor water park.



Adventures begin at Honey Creek Resort

A big wave of excitement is sweeping over Iowa and the Midwest with the long-awaited opening this fall of Honey Creek Resort on 11,000 acre Rathbun Lake in southern Iowa. Honey Creek Resort is the first state park in Iowa to offer a full range of overnight accommodations to go with a broad range of outdoor recreation for families from throughout Iowa and the Midwest.

“We are thrilled about the opening of Honey Creek Resort,” said Joyce Bieber, Executive Director, Centerville-Rathbun Lake Area Chamber of Commerce. “The project is something that we have envisioned for more than 30 years and it is very exciting to see it become a reality.”

“Our communities surrounding the lake have been preparing for more tourists and we anticipate new businesses will open to serve the new visitors. We know that Rathbun Lake is a wonderful asset in Iowa, and we are enjoying the attention we are receiving as the rest of the state, and the Midwest, discovers what we have to offer.”



The \$58 million resort has 850 acres of lakeside visitor options, including an RV Park, campgrounds, cabins, championship golf course, hiking/biking trails, boat-docking facilities, picnic areas, playgrounds and other recreation options around the huge reservoir.

Part of Honey Creek Resort’s many outdoor recreation options is the 18-hole championship golf course.

Two Iowa leaders — TEAM Technologies and Iowa Health System — plan data center partnership

\$40 million data center facility is the latest project by TEAM, an Inc. 500 company

Iowa's TEAM Technologies, an information technology data center company and Iowa Health System — the state's largest integrated healthcare provider — plan to jointly develop a new enterprise data center in the Des Moines metro area.

TEAM has been providing data center services for Iowa Health System in its Cedar Falls, Iowa facility for three years. When the new \$40-million TEAM Des Moines Partners data center in Waukee is complete, it will total 46,000 square feet. Iowa Health System will use half of the data center space developed in the first phase. The other half will be used by TEAM's other customers. The center will employ 11 people earning salaries between \$40,000 and \$100,000.

“TEAM is extraordinarily happy to work with Iowa's largest healthcare provider to enhance the safety and security of the system's health-care information,” says Mark Kittrell TEAM Technologies CEO.

The plan means TEAM will store the data for all of Iowa Health System's patient and employee records. Iowa Health System employs more than 19,000 workers throughout the state. Last year, Iowa Health System's hospitals and clinics managed more than 1.8 million patient visits.

This will be TEAM's third data center, joining Cedar Falls and recently



completed TEAM Companies data center in Fitchburg, Wisconsin.

“Our data center facilities are unique – and achieve a one-of-a-kind Tier 3 classification,” says Kittrell. “Features include retina scanners for personal identification, the ability to withstand an F4 tornado, 14-24 inch concrete and steel re-enforced walls, a fire detection system that can identify smoke molecules present at 1/100 th of a percent, and multiple levels of redundancy and back-up that virtually eliminates the likelihood of a catastrophic failure.”

The project was awarded a series of tax credits and benefits from the

Iowa Department of Economic Development's High Quality Job Creation (HQC) program.

TEAM's success in a very competitive marketplace has not gone unnoticed. The company was recently named one of the fastest-growing companies in the United States by Inc. magazine.

In September 2008, Inc. magazine ranked TEAM 212th overall on the Inc. 500 list and also ranked the company the 21st fastest growing private company among the Top 100 IT Services Companies. ■

Innovate & invent here



Leading Edge Vistas

The campus of Cedar Valley TechWorks features impressive views of downtown Waterloo and the Riverfront from its prime location on Highway 218. These newly renovated buildings have 318,000 sq. ft. of space, ample parking on-site and high speed fiber optic communications in place.

Typical Floor Plan

Five of the six floors are available in the Tech 1 Building at Cedar Valley TechWorks. Spaces of about 24,000 sq. ft. per floor are delivered white box ready and can be divided according to the user's needs.

*The Avenue of the Saints is a 550-mile four-lane highway connecting Waterloo with St. Paul and St. Louis.

Cedar Valley TechWorks is a unique addition to Iowa's inventory of smart parks that leverage the growth of technology intensive enterprises throughout the state. TechWorks President Steven Dust explains the unique focus on the Green economy of this northeast Iowa campus.



"TechWorks Campus is emerging as a premier location for Green development of bio-products, alternative

fuels, and technology operations. The riverside Campus is located in a bio-ag industrial cluster that includes the most advanced design, development, and production of agricultural equipment, manufacturing equipment, and bio-based industrial lubricants in the world. Businesses in TechWorks Campus can leverage regional private sector and academic expertise in biomass and alternative energy."

"The Campus setting encourages collaboration with resources like

the National Ag-Based Lubricant Center development and test labs, Midwest Intellectual Property Institute matching world class engineering and process talent with emerging technology, University of Northern Iowa's BioBased Binders project labs, and a 'Tinker Works' technology business accelerator, offering an available polymer mill, virtual reality lab, and more."

"TechWorks is connected to the world and the markets through its fiber optic backbone and direct access to the Avenue of the Saints corridor*. If a business is going Green in manufacturing, TechWorks campus and the Cedar Valley economy is the place to develop the process or product."

--Steven Dust, President & CEO, Greater Cedar Valley Alliance and President, TechWorks, Inc.

Iowa companies develop leading edge on-line products

With assistance from the Iowa Department of Economic Development's Demonstration Fund

GENOVA TECHNOLOGIES

Genova Technologies is a company providing software-based technology solutions to address business problems and needs in the avionics, military, and health-care industries. According to Dawn Ainger, Genova Technologies president, the company developed CME Headquarters™ as a new product to provide advanced methods for acquiring and tracking web-based Continuing Medical Education (CME) credits for medical professionals nationwide.

"CME Headquarters is the implementation of a patented process delivering CME Category 1 credits to healthcare professionals in just seconds," Ainger says. "Developed in conjunction with the University of Iowa Carver College of Medicine, CME Headquarters is making it easier than ever before for doctors to provide patients with the most up to date clinical information available while simultaneously fulfilling their CME credit requirements."

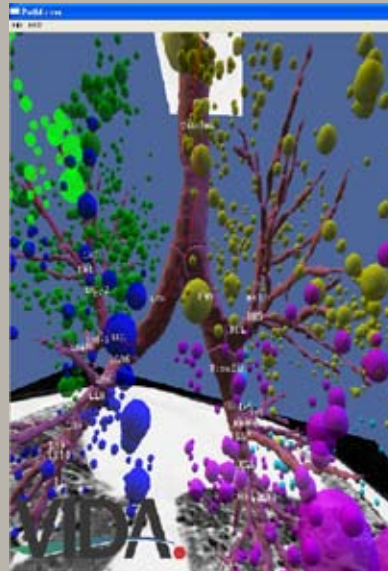
CME Headquarters — which received a \$150,000 Demonstration Fund award — is the only site approved to provide healthcare professionals with point of care access to multiple accredited medical resources and features a uniquely straightforward and test-free credit application process that takes only seconds to complete. Additionally, the system connects healthcare professionals to upcoming CME conferences and events with an integrated calendar feature.

Ainger, who received the 2007 Woman in Technology Award from the Technology Association of Iowa says Iowa has been an excellent location for her business. "We've been able to work with innovative technology companies like Rockwell Collins and collaborate with UI College of Medicine," she says. "Iowa is home to some of the world's brightest scientists, engineers and technology professionals. We wouldn't want to be anywhere else."



VIDA DIAGNOSTICS

Building upon the University of Iowa's leadership in biomedical engineering and its unique multi-



disciplinary approach to lung research is VIDA Diagnostics. The company is commercializing a revolutionary medical imaging analysis software based on licenses from UI.

And as it grows, VIDA and its Pulmonary Analysis software will give physicians an

exciting new tool to enhance patient care through earlier and easier lung screening while at the same time saving hospitals money. "VIDA software provides automated analyses of lung density and airways that will be very informative in patients with emphysema, asthma and chronic obstructive pulmonary disease," said John Garber, VIDA Diagnostics' chief executive officer.

Based on customer feedback, VIDA has developed an on-demand service option to process CT scans on an as-needed basis. VIDA On Demand was assisted by a \$50,000 Demonstration Fund Award to prototype and launch its workflow application. VIDA On Demand allows customers an immediate service option to process CT scans on an as-needed basis, with access to skilled analysis staff to process any scan that follows our preferred protocol using VIDA's Pulmonary Workstation 2. ■

Microsoft

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high-quality, innovative jobs to Iowa and with Microsoft's help, we're doing just that. We look forward to working with Microsoft in the coming months and giving a tremendous boost to our state and local economy."

The project was awarded a series of tax benefits from the Iowa Department of Economic Development's High Quality Job Creation (HQJC) program.

With its enormous need for electricity, water and telecommunications infrastructure, Microsoft's data center needed to be placed in a "perfect location," Manos says. "The close proximity to affordable and plentiful electricity, immediate access to a good water source and the high density of telecommunications infrastructure made West Des Moines practically ideal.

"Microsoft has a very significant site selection process," Manos continues. "We're always looking for the best locations in the world, and it should be of no surprise to everyone here that West Des Moines was at the top of our list."

Despite the data center's need for vast amounts of resources, it will be a green development, using the latest in environmentally friendly design techniques. Manos says the Iowa site will be the first of a new generation of Microsoft data centers.

"This is a new design right out of our research and development group. We're in the final stages of planning right now," he said. "Once those plans are finalized, it will take 12-18 months to build the data center."

Visit iowalifechanging.com for more information on how an Iowa location can help your company. Or, call 800.245.IOWA (4692) to schedule a confidential consultation with an IDED project manager. ■

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Information technology companies for support that the state of Iowa has provided

Biomedical innovations

Cryogenic preservation and rapid freezing and thawing are core methods being improved at Vivakor Inc., a new biomedical innovator headquartered in Coralville, Iowa. Vivakor has developed new technologies for the preservation, storage, handling and shipping of biological materials. Avoiding injuries to specimens is critical to their viability and survival.



Vivakor has invented a system that includes CryoVials with coordinating self-sealing caps, CryoKeeper boxes, and CryoCarrier transporters to improve the process in which biological materials are warmed or cooled, handled and stored. The new products secure the integrity and survival of cryopreserved specimens.

To push these new products to market, Vivakor was awarded \$150,000 from the Demonstration Fund of the Iowa Department of Economic Development.

"Vivakor is very proud of its cryogenic products which will dramatically improve the cryopreservation of a wide variety of biological materials for research and clinical use. Working with local Iowa manufacturers, Vivakor will use the funds from this crucial Demonstration Fund Award to accelerate the commercialization of these important products," said Dr. Tannin J. Fuja, PhD, CEO & Chief Scientist of Vivakor, Inc.

Vivakor is a biomedical company inventing solutions for life. The development of substantive technologies and cures requires contributions from many scientific disciplines. Located in the Iowa City-Cedar Rapids Technology Corridor and near the University of Iowa, Vivakor is a transdisciplinary innovation hub, advancing research with multifaceted business and commercialization strategies.

ing new technologies in Iowa

Focusing on the medical sector are big users of Iowa's Demonstration Fund, part of the expanded plugged into its business environment to accelerate the growth of entrepreneurial enterprises.

Improving endoscopic procedures

A diagnostic software tool to assist in determining the effectiveness of endoscopy in detecting polyps and colon cancer is being commercialized by EndoMetric LLC, which was founded by Iowa State University faculty members Johnny Wong and Wallapak Tavanapong. To move the diagnostic tool to market, EndoMetric was awarded \$150,000 from the Demonstration Fund of the Iowa Department of Economic Development (IDED).

EndoMetric's technology addresses a need for clinical efficiency and procedure quality control for colonoscopy. The system provides benefits for all: patients, endoscopists, and endoscopic facilities. With the help of EndoMetric's technology, hospital/clinic administrators can run their existing endoscopic facilities more efficiently.



EndoMetric's technology is also well-suited for upcoming Pay-for-Performance. The IDIED Demonstration Fund award is critically instrumental in assisting EndoMetric in two key areas: 1) business and market development; 2) demonstration of the technology at other Minnesota and Iowa hospitals, clinics, and other entities that perform at least 5,000 procedures annually.

The Iowa State researchers developed the technology with Piet C. de Groen, a professor of medicine at the Mayo Clinic College of Medicine in Rochester, Minnesota and JungHwan Oh, an assistant professor of computer science and engineering at the University of North Texas.

EndoMetric's systems analyze the video from endoscopy and provide a set of measurements that reflect upon the quality of the procedure. The techniques will also be applicable to other types of endoscopic procedures such as upper gastrointestinal endoscopy, enteroscopy, arthroscopy, bronchoscopy and cystoscopy.

Instant improvements in healthcare

VoIPCare Technology is launching a new system to help hospitals satisfy regulatory requirements and at the same time take significant steps forward in ability to monitor healthcare performance and improve overall quality. The VoIP-Care system blends two emerging technologies: Voice over Internet Protocol (VoIP) and advanced data visualization tools.



The combination of scripted voice input, immediate visual feedback and the immediate availability of data for meeting reporting requirements is only available from the VoIPcare system. The system provides hospitals with a method to collect and view data on patient care in real time and enables them to make immediate process improvements not possible with any other combination of technology.

"Healthcare providers are required to collect and report an increasing number of quality indicators each year. Our mission at VoIPcare is to develop innovative tools that simplify the collection process and provide real-time feedback that assists doctors and nurses in making decisions which improve care and patient safety," said Willis Sneller of VoipCare Technology.

"The grant from IDIED will enable VoIPcare to continue development and bring our product to healthcare providers within the next few months. We believe that the IDIED program enables new companies such as VoIPcare to successfully bring Iowa-based technology to the market," said Sneller

IDIED awarded VoIPCare Technology of Cedar Rapids firm \$150,000 from the Demonstration Fund to commercialize this new information technology as part of Iowa's strategy to speed up the commercialization innovations by new companies.



Mark Kittrell
CEO

TEAM Technologies

guest opinion

Iowa's strengths for data centers

When selecting sites for the industry's leading data centers, experts and IT leaders such as Google and Microsoft, are increasingly choosing Iowa. They're doing so because they understand that Iowa is a safe zone for data and information storage — tucked away from the major threats and terrorist targets in the U.S.

What's more, there are many infrastructural and financial benefits that only Iowa offers. With all this activity, available research and Iowa's inherent advantages, it seems the question isn't so much why Iowa, but why not?

SAFE

Not only does Iowa provide a safe zone from natural disasters such as hurricanes and earthquakes, it is also well-insulated from the biggest security concerns of our times including terrorist threats and rolling utility blackouts. In aggregate, Iowa is statistically one of the safest areas in the U.S.

SMART

When it comes to affordable power and dependable communications infrastructure, it's smart to look to Iowa. Many prime locations are already situated near multiple fiber plants and high-capacity, lower-cost utilities with proven records of outstanding reliability.

With critical IT staff challenges, Iowa is also an excellent area to recruit smart people, trained in some of the U.S.'s finest universities and tech schools — individuals who will work hard because they enjoy the affordable, high quality of life that is Iowa.

SAVINGS

Selecting an Iowa site can translate directly into savings. Construction and operating costs are as much as 45 percent lower than other areas of the country, according to a recent Information Week study*.

In fact, utility costs in Iowa — which are probable the highest single cost in a new high-density data center — are typically 25 to 40 percent less than the national average.

And finally, Iowa state and local governmental agencies work hard to assist business success.

Our newest enterprise — a 46,000-square-foot data center built jointly with Iowa Health Systems — was recently awarded a series of tax credits and benefits from the Iowa Department of Economic Development's High Quality Job Creation (HQJC) program. The expansion of our Cedar Falls data center was also approved for a five-year partial exemption of property taxes.

For a smart, safe and superior location for your data center, I know exactly where it should be: right here in Iowa ■

* Source: Energy Information Administration