

## **For Immediate Release**

### **OVO Selected to Participate in InnoVenture Conference**

**March 22, 2006, Raleigh, NC** – OVO, a leading developer of processes and application software for innovation and idea management, announced today it has been selected to participate in InnoVenture, an annual conference providing a forum for innovators, entrepreneurs and inventors to support the growth of high-impact companies in the Southeastern Innovation Corridor. InnoVenture will be held at the Palmetto Expo Center in Greenville, S.C., March 28-29.

InnoVenture brings together intellect, entrepreneurialism and innovation from the Southeastern Innovation Corridor. This region, stretching from Oak Ridge, Tenn., to Charleston, S.C., Research Triangle Park, N.C. and Birmingham, Ala., includes two national labs, 16 research universities and a vibrant industrial base.

Major economic anchors and emerging new companies from the Southeastern Innovation Corridor will join innovators like OVO in participating in the conference. Featured participants include Michelin Americas Research and Development Corporation, Clemson International Center for Automotive Research, Oak Ridge National Laboratory, Carolina MicroOptics Triangle, Savannah River National Laboratory and University of South Carolina.

“InnoVenture encourages innovation at major companies, universities and government organizations and provides an opportunity for thought leaders from around the Southeast to meet and build relationships,” said Dean Hering, OVO’s CEO. “It is the perfect venue for OVO, considering our focus on innovation processes and software applications, and we are honored to be selected as one of 50 companies participating in InnoVenture.”

“The presentations are some of the most engaging and dramatic aspects of InnoVenture. Each year the selection team hears from numerous companies in the Southeast who hold promise,” said John Warner, InnoVenture chairman. “Choosing the presenters is never easy, but those selected – like OVO – make the event so strong. We look forward to this year’s group.”

For more information about InnoVenture, visit [www.InnoVentureSE.com](http://www.InnoVentureSE.com)

#### **About OVO**

OVO, the innovation business unit of NetCentrics, offers software, consulting services and processes to improve idea management and innovation throughout any enterprise. These solutions improve idea flow, reduce the cycle time from idea to new product or service, build a sustainable, repeatable innovation process and maximize return on investment. OVO also introduced the Innovate on Purpose™ concept and the Concept to Cash™ innovation process. For more information, see [www.ovoinnovation.com](http://www.ovoinnovation.com) or call 919-844-5644 x789

#### **About InnoVenture**

InnoVenture is an annual Southeastern innovation conference held to increase innovations at major companies, universities and government labs, and to encourage high-impact companies throughout the Southeastern Innovation Corridor grow. Visit [www.InnoVentureSE.com](http://www.InnoVentureSE.com) for more information.

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