



Press Release

AVID PROVIDES RESOURCES IN THE DEVELOPMENT OF WIRELESS POWER SOLUTIONS USING ECOUPLED™ TECHNOLOGY

Twinsburg, Ohio (November 2008) - AVID Technologies Inc., an advanced and innovative electronic product design services company, is ready to assist companies in the development of wireless power and charging solutions utilizing Fulton Innovation's eCoupled™ technology. AVID has been working with Fulton Innovation in the development of the eCoupled™ wireless power technology for over five years. AVID is excited to be able to provide design, development and integration services to Fulton Innovation licensees wanting to utilize eCoupled™ technology in their products.

AVID Technologies is working together with Fulton Innovation to develop eCoupled™ Technology Evaluation and Development kits that will provide customers the ability to experience the functionality and benefits of eCoupled™ technology first hand. These kits will provide eCoupled™ licensees the means to jump-start their product developments and assist them to quickly incorporate the eCoupled™ technology into their products. The eCoupled™ Evaluation Kit is currently scheduled to be available for sale during the first quarter of 2009 with the Development Kit availability to follow shortly thereafter.

About AVID - Founded in 1985, AVID Technologies Inc. is headquartered in Twinsburg, Ohio, between Akron and Cleveland, employing more than 55 engineers, designers, technicians and project managers. AVID is recognized as a high-quality, full-service engineering provider that assists a wide variety of customers in the creation of advanced electronic products including embedded control, data acquisition, communication systems, medical devices and more.

Since 2000, AVID has received multiple local and national awards for proven entrepreneurial spirit, success and year over year growth, with a current sales and employment growth rate over 40 percent.

AVID's website can be reviewed at www.avid-tech.com. Inquiries may be made at 330. 487. 0770. For additional information about eCoupled™ Technology, please visit www.fultoninnovation.com or www.eCoupled.com.