

06 FEB 2002  
REVEO-PARTNER  
AMERICAN TECH FIRM LOOKING FOR MALAYSIAN PARTNER

By: Salmy Hashim

NEW YORK, Feb 6 (Bernama) -- Reveo Inc, a developer of new technology and products, is looking for a Malaysian partner to expand its operations in Asia.

Founder and Chief Executive Officer of the New York-based company, Dr Sadeg M. Faris, Tuesday invited Prime Minister Datuk Seri Dr Mahathir Mohamad to tour his laboratories in Elmsford near here where he conducted a demonstration of high technology products his company has developed.

Among them is "cholesteric liquid crystal" technology a type of paint that could change colours.

The product is being tested by Mercedes Benz on its cars enabling the car to have multiple colours changing from blue to green or purple.

The European Union uses the liquid crystals on its new currency as a security measure.

Dr Faris said that the unique paint could be used by production studios, painters or even by children in the future for colouring books to create 3-D effects.

Liquid crystal paint could be painted on walls that would absorb energy rather than reflect energy thus saving on the user's energy bill.

PurOgen is another technology that can produce pure oxygen to increase the efficiency of all types of combustion ranging from automobiles and homes to factories and power plants while reducing pollutants.

The technology has medical applications, and aquaculture, among other things, Dr Faris said.

eVionyx, a subsidiary of Reveo has developed metal fuel cell technology where metal (zinc) is used as fuel.

The technology can be used to power motorbikes and automobiles, portable electronics and power tools.

In fact, eVionyx holds the current Guinness World Record for the longest distance (344.67 km) travelled on public roads by a modified vehicle powered by metal fuel cells without refueling or recharging.

The product is rechargeable and disposable like a battery, scalable from milliwatts to megawatts, does not emit harmful byproducts, provides more power and energy than any current technology, Dr Faris said.

The Libyan-born scientist who lost his parents during World War II and was subsequently raised in an orphanage, said that his vision fits Vision 2020 inspired by Dr Mahathir, which includes the creation of a scientific and innovative society in Malaysia.

Dr Faris said that Reveo Asia could develop ideas into products with exciting commercial potential.

"Malaysian society could evolve from a technology consumer to technology creator and exporter," Dr Faris said.

Reveo is a private company with seven subsidiaries, offices and facilities in Sunnyvale, California; Hawthorne and Elmsdale in New York; and Taipei and Jungli, Taiwan.

The company, founded in 1991, has 250 employees and more than 50 Phd's scientists of diverse ethnic background.

One of them is a Malaysian product engineer Low Chuin Chien. Low shyly introduced himself to Dr Mahathir and said, "Hi, I'm Low from Kedah.

"The prime minister responded, "I'm from Kedah, too!"

As of December 2001, Reveo has filed over 350 patent applications and has a portfolio of over 69 patents.

It has US\$150 million (RM570 million) in cumulative investments and plans to raise US\$350 million (RM1.33 billion) to build a permanent InventQbation campus that will house innovative scientists and inventors who could develop state-of-the-art technology.

Dr Faris said that he was looking to raise another US\$150 million (RM570 million) for Reveo's "InvestQbation" fund with potential investors in the US and Asia, especially Malaysia. -- BERNAMA

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