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**INNOVATION FIRST TO DEBUT “BRIDGE BATTLE” COMPETITION
BASED ON THE VEX® ROBOTICS DESIGN SYSTEM AT INAUGURAL
ASIAN ROBOTICS LEAGUE CHAMPIONSHIP**

*New Robotics Game Satisfies Need to Provide Challenging and Economical Platform
for High School Students across Six Asian Countries*

Greenville, Texas – September 13, 2007 – Innovation First, Inc., a leader in educational and competitive robotics products, today announced the company will debut “Bridge Battle” at the Asian Robotics League (ARL) Championship being held over two days from October 18-19 in Seoul, Korea at the COEX Convention and Exhibition Center. “Bridge Battle”, a unique game based on the popular VEX Robotics Design System, was created at the request of ARL organizers for their inaugural competition that will feature more than 400 students representing 100 high school teams from six countries including China, Hong Kong, Singapore, Taiwan, Japan and Korea. This challenging team-based game will put high school students’ engineering and technology skills to the test as they aim to build the most innovative robots possible and work together to obtain the most points possible.

“We are thrilled to be the first group to take on Bridge Battle,” said Eric Tsang, one of the organizers of the Asian Robotics League. “The Vex Robotics System truly delivers a compelling challenge for students to build their robots and put them to the ultimate test in this competition.”

“There are many existing quality robotics competitions worldwide, such as the FIRST Tech Challenge and FIRST Robotics Competitions which we strongly support and help



design games for,” said Jason Morrella, Senior Director, Education and Competition at Innovation First. “The Asian Robotics League asked us to create a challenge that would engage their students in the fun and excitement of science and technology with a tournament that is affordable to host and easy to implement. We’re delighted to deliver a solution that supports our commitment to serving the needs of all Vex Robotics users in order to attract, nurture and grow new engineering candidates worldwide.”

About Bridge Battle: The Game

Bridge Battle consists of red and blue alliances each containing two robotics teams. The object of the game is to have the robots place tennis balls in respective red and blue colored sections of a bridge platform. Teams will need to work closely together to accomplish this task. Teams can also earn bonus points by having their robots “parked” on either of two platforms at the conclusion of a match. There are a total of 77 tennis balls available, 61 of which are placed on the field while eight are available to each alliance prior to the match. A bonus black ball is also available to each alliance to secure additional points.

During the competition, an “Autonomous Period” is also provided where the robots operate and react only to sensor inputs and commands pre-programmed by the team into the on-board robotic control system. This 20 second period can provide five bonus points to the team that has its robots place the most tennis balls onto the bridge platform. At the conclusion of the “Autonomous Period”, student drivers take over manual remote control of their robots for two minutes.

The winning alliance is determined by the team with the most points at the end of the match. This is computed by the number of tennis balls placed on the bridge (1 point), the bonus ball being placed on the bridge (5 points) and each alliance parking their respective robots in a specific location at the conclusion of the match (5 points).



Innovation First is happy to allow any organization with the time, energy and resources to organize a robotics event of any scale to use the Bridge Battle game free of charge. More information about Bridge Battle is available at www.vexrobotics.com

About Innovation First, Inc.

Innovation First, a privately held S corporation, was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began producing electronics for unmanned mobile ground robots, and is now an industry leader in the hobby, competition and education markets. The company's award-winning Vex Robotics Design System, VEXplorer, HEXBUG Micro Robotic Creatures, and IFI Robotics span the education, consumer and business-to-business markets. Leveraging the company's core competency in electrical and mechanical engineering, the RackSolutions division works closely with all major computer OEMs to provide custom mounting solutions and industry-wide rack compatibility for data installations of all sizes. With an advanced in-house metal fabrication plant, distribution center, and offices located together in a 13 acre complex in Greenville, Texas, the company is poised to continue on a rapid growth path. Please visit www.innovationfirst.com for additional information.

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