

BDMetrics to Sponsor “Tommy Jr.” for the 2007 DARPA Challenge

FOR IMMEDIATE RELEASE

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BDMetrics CFO Mike Woosley is member of “Team Jefferson”

Baltimore, Maryland —BDMetrics announced today that it has been selected as a Vehicle Analytics Sponsor for Team Jefferson, creator of Tommy Jr., the autonomous robotic vehicle competing in the 2007 DARPA Urban Challenge. The Urban Challenge sponsored by the Defense Advanced Research Projects Agency and scheduled for November 2007 offers a \$2 million prize to the team that can *build an unmanned, autonomous, ground robotic vehicle* that can operate safely in an urban environment. The driverless vehicles will have to observe traffic regulations, merge into moving traffic, navigate traffic circles and intersections, and avoid a variety of obstacles, including other moving vehicles in a mock urban setting designed to represent the types of city streets where military missions operate today.



Team Jefferson Members pictured around Tommy I, robotic competitor on the 2005 DARPA Grand Challenge (from left Mike Myers, Bo Fredricsson, Paul Perrone (Perrone Robotics), Mike Woosley (BDMetrics) John Coleman, Dave

Pat Ourednik co-founder and senior vice president of BDMetrics’ Analytics Group remarked, “Team Jefferson embodies an entrepreneurial spirit which has driven advances in the field of robotics and analytics. We are very proud to be sponsors of Tommy and the DARPA Challenge.”

According to Paul Perrone, founder of Perrone Robotics and team lead for Team Jefferson “BDMetrics will be instrumental in our efforts with the Urban Challenge. Their insight and expertise on behavioral technology will enhance our initiatives in applying rules- and artificial-intelligence based software solutions to the problems posed by the Urban Challenge. BDMetrics’ unique knowledge on industry and technology trends have helped us to find the best solutions for our systems integration challenges.”

THE URBAN CHALLENGE

“The Urban Challenge has been an unqualified success in attracting robotic enthusiasts from all walks of life to develop technology that will someday save the lives of American men and women on the battlefield,” said DARPA Director Dr. Tony Tether in a DARPA news release.

The Urban Challenge will take place at an undisclosed location in the western part of the United States. Vehicles will be tested on simulated military supply missions of 60 miles through the urban area. The

vehicle that successfully completes the missions the fastest in fewer than six hours wins a \$2 million prize; second place wins \$500,000, and third place wins \$250,000. DARPA said the prize awards are contingent on Congressional extension of DARPA's authority to award cash prizes.

The DARPA Grand Challenge Web site (<http://www.darpa.mil/grandchallenge>) is the primary source for information about the Urban Challenge event and includes frequently asked questions, eligibility information and links to the solicitation and proposer information pamphlet.

About Team Jefferson—*Perrone Robotics formed Team Jefferson out of Charlottesville, Virginia in 2004 as a small budget side project in an attempt to see how far and fast they could progress in the 2005 DARPA Grand Challenge. The idea was to see how Perrone Robotics' MAX robotics software platform could be used to rapidly develop and integrate a complex autonomous ground vehicle (AGV) application. 195 applications were received by DARPA from teams across the country. After a series of applications, video demonstrations, and site visit evaluations, 40 teams were accepted to participate in the National Qualifying Events at the California Speedway with Team Jefferson and their silver egg-shaped dune buggy 'Tommy' among the pack. www.teamjefferson.com and www.perronerobotics.com.*

About BDMetrics—*BDMetrics is the creator of You-Based™ personalization technology for leading trade shows and associations. This personalization technology customizes the entire event around the unique needs and interests of all participants and extends business relationships and interaction 365 days a year. The technology drives attendance, increases exhibitor participation, facilitates relevant business relationships, and ensures positive constituent ROI. BDMetrics partners with leading tradeshow owners and associations to redefine and elevate the value of the face-to-face business experience and converts their communities into commerce. For more information go to BDMetrics website at www.bdmetrics.com or contact us at info@bdmetrics.com or at 410-420-1028.*

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