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Cold chain technology start-up joins USF's Tampa Bay Technology Incubator

**By Tracey Swartz
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TAMPA, Fla. (August 28, 2012) – Blueye, LLC (www.blueyellc.com) has joined the Tampa Bay Technology Incubator (TBTI), part of USF CONNECT at the University of South Florida.

Blueye develops novel technologies for the cold chain logistics industry with products that increase the efficiency of temperature controlled supply chains, including the transportation of food, pharmaceuticals, and flowers.

“We have teamed up with manufacturers to develop new innovative products that are not traditionally used in the industry, yet make a significant impact on the quality and safety of perishable cold chain products,” said Melissa Germain, director of innovation and development at Blueye.

Among Blueye’s products is a “smart” sea container that is designed to optimize airflow, providing a consistent temperature that can be upheld even during power loss due to its patented design. “Because of its unique design, the container can be without power for 24-48 hours while maintaining a constant temperature, and protecting the temperature-sensitive product load. Other systems only offer about 4 hours of temperature protection,” said Germain.

In addition to temperature control, the container has satellite and cellular communication, which provides live temperature monitoring and location tracking from online software. Alarms can be sent via text message or email with notification of any environmental changes, location excursions, or opening of the door.

Other Blueye inventions include an ultra-light air cargo cover made from DuPont™ Tyvek®. The cover’s lightweight material provides temperature protection for sensitive products, while allowing perishables, such as produce and flowers, to have a sufficient oxygen supply from the external environment. Its high gas permeability permits oxygen to reach products, inhibiting irreversible damage and extending shelf life. “This differs from traditional air cargo transportation methods that use heavy thermal blankets and can often suffocate perishable products,” said Germain.

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USF CONNECT focuses on the needs of Tampa Bay's technology and bio/life sciences entrepreneurs throughout the business life cycle, providing the facilities, partners and resources for successful business development. USF CONNECT offers access to technologies, workforce programs, technology commercialization, critical research equipment, and incubator facilities, adding value and delivering targeted, high level expertise to its member businesses.

The Tampa Bay Technology Incubator (TBTI) is one vehicle through which USF CONNECT grows successful companies. TBTI supports technology research as a catalyst for economic development and advocates the creation and development of facilities for high-technology companies and related support functions. Through its resources at USF CONNECT, the TBTI program is able to assist the development of high tech companies like Blueye, LLC by providing access to business services, faculty and student researchers, and critical research equipment, thereby reducing the startup capital needed to grow a successful high tech company. The program has incubated over 40 companies and is responsible for generating over 300 jobs in the Tampa Bay region.

The University of South Florida is a high-impact, global research university dedicated to student success. USF is classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities, a distinction attained by only 2.2 percent of all universities. It ranks 50th in the nation for federal expenditures in research and total expenditures in research among all U.S. universities, public or private, according to the National Science Foundation. The USF System has an annual budget of \$1.5 billion, an annual economic impact of \$3.7 billion, and serves 47,000 students in Tampa, St. Petersburg, Sarasota-Manatee and Lakeland.

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