

BIOGRAPHY

Elwood "Woody" G. Norris

Mr. Norris is widely recognized as a prolific inventor and a talented technology integrator. He is the holder of 47 U.S. patents with more than 100 pending patents worldwide and was named the 2005 \$500,000 Lemelson-MIT Prize Inventor of the Year.

Many of Mr. Norris's inventions are not just single product ideas; they shatter technology barriers creating multiple applications and a lasting impact. Among these technical breakthroughs, he:

- Developed and patented Flashback[®], the first digital recording technology (U.S. Patent #5,491,774). Flashback[®] was also recognized by *Popular Science* in 1994 as one of the "Best of What's New" in the Audio & Video Category.
- Invented an ear-mounted speaker/microphone combination (U.S. Patent #5,280,524) that permits hands-free speaking and listening without the audio feedback.
- Developed and patented a Transcutaneous Doppler System (U.S. Patent #3,631,849) and licensed the technology to Medical Development Corporation (later acquired by American Hospitals). Over time, this product was incorporated into today's sonogram device used by doctors and hospitals in imaging the human body.

Developed and patented the Helicopter Propulsion and Control System (U.S. Patent #6,460,802) - a new generation, recreational flying vehicle. AirScooter[®] is a new kind of safe, single person helicopter designed for recreation.

- Invented and patented 20 other diverse product ideas and technological breakthroughs.

The inventions of Woody Norris have been the keystone for several new companies. In 1980, he founded (and is currently Chairman of) American Technology Corporation (ATC) as a means to promote certain of his inventions. Today, ATC is publicly traded and is marketing HSS[®] products to customers around the world.