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**ENVIRO CENTER® “green incubator” gets first ATR pole-mounted solar tracker**

*Will use as educational tool and to supply power back to the grid*

April 20, 2011 (Jessup, Md.) – The ENVIRO CENTER®, a green incubator located in Jessup, Md., became the first business to install a tracking, pole-mounted solar device manufactured by Advanced Technology and Research Corp., based just up the road in Columbia. The Solar Pole Tracker uses a GPS-based controller to follow the sun across the sky and produce up to 30% more power over the course of a day than fixed panels. This single-panel tracker was installed on a light pole in the ENVIRO CENTER®’s parking lot, where it can be seen by the Center’s tenants and many visitors, as well as by motorists on busy Route 175 where the building sits.

“The ENVIRO CENTER® supports initiatives that are sustainable, innovative and local,” said Stan Sersen, the Center’s architect and owner. “ATR’s solar pole tracker is all of these, and complements our mission to bring sustainability to the forefront in everything we do,” he said. “In addition, we’ll be able to do a direct comparison of its performance against the non-tracking system that we’ve installed here,” Sersen added.

By being mounted on a light pole, the solar tracker feeds power directly into the electric grid, producing “green” energy that all can use. But you needn’t have just altruistic reasons to install these devices. They’re designed to generate power for 20+ years, and should pay for themselves in about five years with current solar incentives and by generating income from renewable energy credits (RECs) through selling power back to the grid.

Besides providing green power and, in a few years, revenue, the main reason the ENVIRO CENTER® installed a solar pole tracker is for educational purposes, said Heather Szymanski, executive director of the Green Building Institute, an educational organization that's housed in the Center. The Institute provides experiential learning for professionals in the field, school groups and public officials, she said. "We want to share what's possible," Szymanski added. "It's one thing to talk about the technology, but another to actually show it in action." And in this case, ATR's tracking technology is "extra-green" because it makes the most of solar by maximizing the energy produced by each panel, she said. Furthermore, added Sersen, "having the tracker be the first thing you see when you arrive on our parking lot is important to promoting our mission of providing a sustainable future."

For its part, ATR is very happy that the ENVIRO CENTER® decided to install this device. "This is a great location for our first solar pole tracker," said Rob Lundahl, vice president of the division that designed the tracker. "The ENVIRO CENTER® is a showcase for green innovation, and many professionals in the field, as well as others, will learn about what this technology can do by seeing a solar pole tracker in action here." ATR belongs to the Green Building Institute.

One unique feature of the trackers that the ENVIRO CENTER® is taking advantage of is a pair of snap-on printed banners installed on either side of the mounting bracket, which can be used to display graphics, promotional messages or paid advertising to generate additional income. In this case, the banners display the ENVIRO CENTER®'s distinctive logo on a white background.

ATR also plans to install several solar pole trackers soon at the George Howard Building in Ellicott City. In addition, the company is offering three other energy-generating tracking devices: a dual-panel, "do-it-yourself" version for homeowners, with the first going up shortly in Clarksville; a multi-panel tracker that attaches to a wind turbine, with one already in place in Cascade, Mich., and another being installed soon at Tilghman Island, Md.; and, with the coming electric vehicle invasion, a solar-powered car-charger – the first will go up later this spring in Bethesda, Md.

*Advanced Technology and Research is a Maryland company manufacturing innovative energy-related and other products for a world market ([www.ATRsolartech.com](http://www.ATRsolartech.com)). To find out more about the ENVIRO CENTER® and its mission, go to <http://www.enviro-center.com>.*

Attachments: Photos of installed solar pole-tracker, ENVIRO CENTER®