

MORGAN HILL TIMES

MH company featured in Popular Science magazine

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A Morgan Hill business is hopping thanks to an article in a national science and technology magazine.

The coverage in the February 2009 edition of Popular Science Magazine focuses on Morgan Hill-based Save the World Air, Inc.'s ELEKTRA technology. Based on preliminary testing, the uniform electric field technology increases fuel efficiency, improves performance and increases horsepower and torque. Preliminary research has also shown that it may reduce greenhouse gas emissions.



The technology can be installed in vehicle fleets, including diesel trucks, trains, ships and jet turbines, to greatly improve overall fuel consumption.

In short, ELEKTRA technology provides an energy field around fuel, making it flow better and atomize more efficiently, creating better fuel economy.

"The most efficient gallon of gas that you will ever use is the one you didn't have to buy," spokesman Andrew Haag said.

Save The World Air incorporated in 1999, and for the past few years has worked in cooperation with Temple University in Philadelphia, whose researchers created ELEKTRA. The technology is now being tested in the fleet vehicles of two companies. Company officials expect to start selling ELEKTRA by the end of the year.

And with the help of the magazine article, titled "Planet Fixers, Clever Innovations for a Greener Future," it looks like they'll be busy.

The article highlights technologies being developed to provide solutions to existing environmental and energy production issues and includes a section called "Diesel Diet" that focuses on the Morgan Hill company's ELEKTRA technology.

Recently, companies from the aerospace industry to the rail industry have called Save The World Air with inquiries on ELEKTRA.

Save The World Air employs six people at its Morgan Hill facility, with about 20 other consultants across the nation, mostly based in California.

The February 2009 edition of Popular Science Magazine was recently released to subscribers and