



For Immediate Release

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**zeroG® TECHNOLOGY PIONEER, EQUIPOIS INC., HONORED WITH
BRITWEEK UK TRADE & INVESTMENT BUSINESS INNOVATION AWARD**

**Designer and Manufacturer of Weightless, Mechanical Arm Awarded Top Honor In
Technology Division**

Los Angeles, CA (May 16, 2011) – [Equipois Inc.](http://Equipois.com), designer and manufacturer of the zeroG® mechanical arm technology, was awarded with the BritWeek UK Trade and Investment Innovation Award at a gala dinner on May 12. Capping off BritWeek 2011 and the British American Business Council's (BABC) Transatlantic Business Conference, the event recognized outstanding innovations in technology, design and service provision in the U.K.-California business community.

"Our relationship with the U.K. is one of great importance, as Britain is our largest business center outside of the U.S.," said Eric Golden, CEO of Equipois. "An accolade such as the BritWeek UK Trade and Investment Innovation Award is welcome recognition of our progress towards improving the way manufacturing operates in California, the United States and the U.K."

Descended from the award-winning Steadicam® camera stabilization system, Equipois's zeroG® technology lets workers maneuver tools and other objects as if weightless, but with unmatched freedom of motion. As a result, companies can significantly reduce workplace injuries and increase quality and productivity, with annual returns on investment that can reach 200-500 percent. Many of the world's top companies in aerospace, automotive, metal finishing, and other manufacturing industries have adopted zeroG® as a new best practice. In the U.K., Equipois works with local channel partner J&J Tooling Services (Bury) LTD to provide zeroG® solutions to some of Europe's best-known companies.

In the last year, Equipois has emerged as one of the U.S.'s most innovative young companies. The company was profiled as one of [America's Most Promising Startups](#) by Bloomberg Businessweek; was named Most Innovative Company, North America by the 2010 International

“Stevie” Business Awards; and received the Los Angeles Business Journal’s 2010 Patrick Soon-Shiong Innovation Award.

Most recently, Equipois debuted its *x-Ar™* technology, the world’s first exoskeletal arm support system for manual tasks, at the Applied Ergonomics Conference in Orlando, Fla, March 21-24.

ABOUT EQUIPOIS INC.

Founded in 2006, Equipois designs and manufactures revolutionary dynamic exoskeletal technologies that support the musculoskeletal system while allowing full spatial and rotational freedom of motion. The company’s patented *zeroG®* and *x-Ar™* systems are designed to support a range of manufacturing, heavy industrial, bioresearch, medical, defense and other applications in order to increase productivity and safety. For more information, visit <http://www.equipoisinc.com>.

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