

welcome
to the premiere
edition of the
anidea
engineering
newsletter!

an idea today

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president's message>>>



I would like to personally welcome you to the premier edition of the Anidea Engineering newsletter. I hope with this and future issues you will learn a little more about us and some of the interesting innovations that we are involved in.

Anidea is composed of electrical and computer engineers that are experienced with numerous types of projects, software and hardware. We service clients in a wide variety of industries and markets – from custom “proof-of-concept” applications and product redesigns to the development of totally new designs. In addition, we also engineer solutions that creatively integrate technology into non-technical products. More than your typical engineering company, Anidea is capable of taking your technology concepts from paper to reality.

If you've got an idea - you need Anidea! I am very confident you will be happy with our professional engineering services. Thank you again for taking the time to read our newsletter. Stay tuned for more editions in the weeks and months ahead.

Sincerely,



Gabriel Goldstein (ext. 7110)

President - Chief Product Design Engineer
gabrielg@anidea-engineering.com

idea of the month>>>

Company

Motionadz, Inc.
Coconut Creek, FL
1-866-SCROLLZ
www.motionadz.com



Product

MA-1 Scrolling Advertising Truck

Description

The Motionadz vehicle mounted advertising cell consists of a welded aluminum housing with three large windows, one on each side of the housing and one in the rear to allow viewing of up to twenty four (24) advertising panels.

Anidea's Solution

We created an integrated motor control platform capable of controlling 6 high current motors, sensor inputs and a LCD user interface with buttons. In addition, we implemented current sensing on each motor for dynamic speed control as well as a digital circuit breaker. A user based firmware upgrade system was also implemented using a MMC card to facilitate easy update and feature upgrades.

Technologies

- Motorola HCS12 microprocessor with PWM motor control
- FET-based motor driver array with current sense, PWM, reversing capabilities
- 8-bit LCD screen for the user interface
- Transient protection from the automotive system as well as the motors

client testimonial>>>

Motionadz contracted Anidea Engineering to design the software and PCB to operate our prototype scrolling advertising truck. We have found Anidea to be very flexible and responsive to our requirements. They communicated along every step and were always very professional and dedicated. The staff at Anidea always returned phone calls and delivered as promised. I highly recommend Anidea Engineering.

Steve Kobold
Motionadz, LLC

new web site launched>>>

Wellington, Florida - May 1, 2005

Anidea Engineering, Inc., is pleased to announce that we have recently launched our new, improved web site -www.anidea-engineering.com.

We hope that you will find something interesting and share your feedback with us. We always encourage active interaction with all our clients, vendors and alliance partners.

find us at thomasnet.com>>>

Anidea will soon be listed in the Thomas Registry Directory. Here's where you can find us:

Primary Listings:

Designers: Electronic
Engineering Services
Engineering Services: Electrical
Engineering Services: Electronic
Product Development
Software Design: Embedded

inventor's resource guide>>>

FLORIDA

Edison Inventor's Association

239-275-4332

www.edisoninventors.org

Inventor's Council of Central Florida

407-859-4855

Inventor's Society of South Florida

800-337-7239

www.inventorssociety.net

Space Coast Investors Guild

321-773-4031

Tampa Bay Inventors Council

727-518-9154

www.tbic.us

NATIONAL & INTERNATIONAL

IFIA International Federation of Inventors' Associations

www.invention-ifia.ch

NCIO National Congress of Investor Organizations

www.inventionconvention.com

UIA United Inventors Association

www.uiausa.com

2005 tradeshow calendar>>>

JULY 2005

National Society of Professional Engineers
NSPE 2005 Convention
July 7 – 9, 2005 (Chicago)

AUGUST 2005

Florida Engineering Society
FES Annual Conference & Expo
August 3 – 6 (Marco Island)