



A Concept

Presented by

i.d.e.a.s.

March 8, 2007

**Objective**

We are building an exposition for the 21st Century focusing on hydrogen as an energy source and a basis for a new economy. This new paradigm and system of commerce is better suited to the ecological health of the planet and a sustainable existence for humanity. The following information is a plan for construction and execution. The diagrams are not to scale, and the artwork showing the space is conceptual.

Name

The name of this event is “H₂NOW: The 2007 Hydrogen X-change.” “H₂NOW” speaks to the immediacy of the potential use and exploitation of hydrogen as an energy source. H₂ because that is the chemical designation of hydrogen in its gaseous state, and NOW because this event is about today’s technology and a call to action for visitors to say “We want this!”

Because this exposition is not about a far off vision of the future, but something that is within reach, H₂NOW is a demand on the part of the current generation of teens and young adults (13-30) who want a better alternative to oil and want it now. It also cuts through the unfulfilled promises that grown-ups (31-50) have heard all their lives and tells them that hydrogen actually works.

The “X-change” reference is the modern equivalent of the exposition. Today’s society is an acquisitive one in which information is no longer a hard to reach commodity that require international gatherings as a forum for the sharing of ideas, research and technology. The internet has made the expositions obsolete. That said, people still need a communal experience wherein they can see and feel that which is new and interesting. The new modality for such experience is the market, mall, mercado, the showcase. An exchange is a place for commerce, communication and connection. What better way to

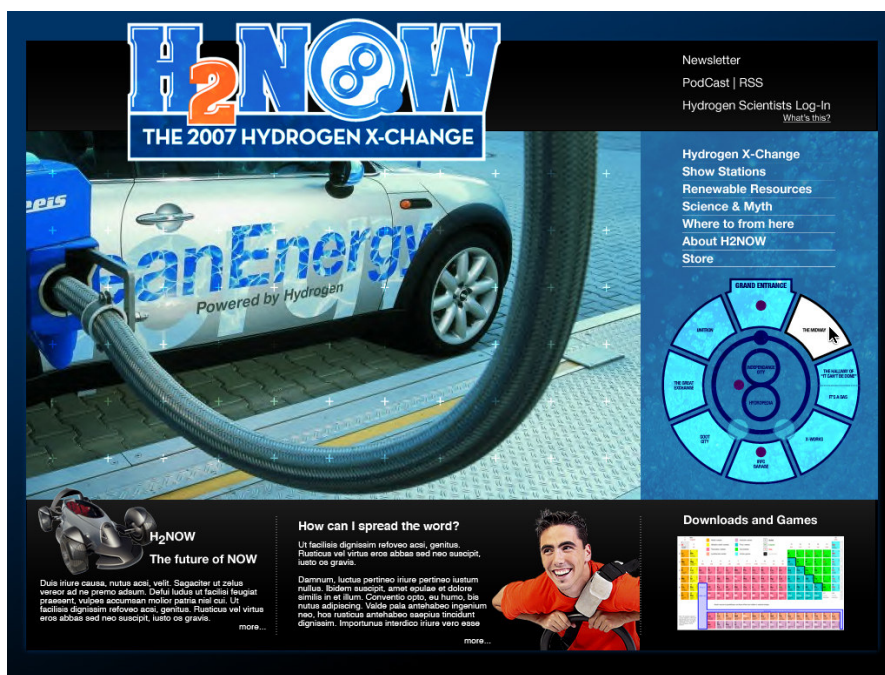
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explain what people should learn about hydrogen? Therefore, “X-change” is the appropriate branding for what is truly an exposition for the new millenium.

“X-change” also speaks metaphorically to the transition from a petroleum based economy to this new one. We need an exchange of our old thinking for new ideas, carbon energy for clean energy. We also have the literal exchange of hydrogen for energy in the practical use of the gas as seen in and around the event. Finally, there is also the exchange of ideas and opinions that will happen during and as a result of H₂NOW while people experience it and as they return to the online component.

i.d.e.a.s. advocates the reservation of www.h2now.org by The Orlando Science Center as the main URL for this event. Upon approval of this document, i.d.e.a.s. will purchase the rights on behalf of OSC naming a staffmember of OSC’s choice as the administrator. The following is a mockup of what such a site might look like. This site would serve as the primary public relations and marketing tool for information about and introduction to the event.



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Branding

The pillars of the H₂NOW brand are **contemporary design**, **irreverence**, and a sense of being **established**.

Contemporary means stylish with its finger on the pulse of trends in design and advertising. H₂NOW needs to resonate with the 20-something crowd in a way that they feel it is something to which they should pay attention. The potential for revisioning from year to year is also useful, so that it carries familiarity without becoming classic.

The **irreverence** comes from that brash, unapologetic boldness of youth. H₂NOW is on stage, taking names and it is not patient. It emphasizes the “now”-ness in the name. It is direct and unprevaricated in its message.

Being **established** is about bona fides in terms of method. This is not about being part of the establishment, but about having done our homework. H₂NOW is a workable plan, and deserves as much attention as carbon-based fuels. This is the way the 21st Century will be.

This is the brand logo:



The H₂ is the scientific name for the Hydrogen molecule. The circular icon in place of the O in NOW represents the Hydrogen atom, a neutron and proton being orbited by a single electron. This is a powerful symbol, and can stand on its own once the brand is established. The icon also has similarities to a face, which can be used for character exploration. The spelling of “X-change” is deliberate. It communicates a hip and direct manner, and carries the multiple meanings and connotations of the word “exchange.”

It is anticipated that the brand will not only inhabit the event, but will appear on merchandise and media. Care has been taken to ensure the logo is appropriate for translation into grayscale, black and white, print and digital format. Upon approval of the brand by The Orlando Science Center, i.d.e.a.s. will deliver a standards manual that defines how the logo should be used, adjusted and in which context any variation would be appropriate based on medium.

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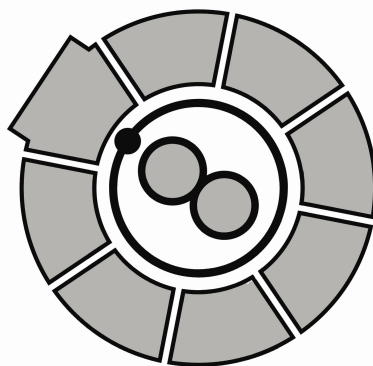
High Level Layout

Shape

The footprint for the center of H₂NOW is a radial design in the general shape of the Hydrogen atom. Eight distinct areas lie on the outskirts, like an electron cloud, and two central attractor areas lie in the center, representing the proton and neutron of the nucleus. Each area has its own character and reason for inclusion, but also serves to facilitate the visitor pathway.



This image is the recognizable icon for H₂NOW. It is part of the logo, it defines the layout of the space and is reflected either on the floor or the ceiling. If on the floor, colored carpet includes the shape so that visitors become familiar with the Hydrogen atom image. This is part of the branding process and also rounds out the theming. If it is possible to mirror the image on the ceiling with a physical construction, the impact would be that much greater. The possibility exists even for the electron to be orbiting the nucleus if the icon is represented on the ceiling through the use of projection.

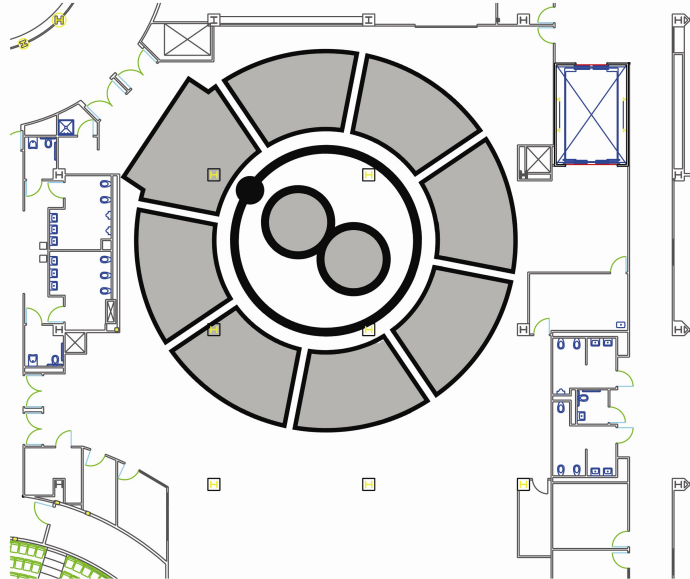


The image above is a diagram of the spacial layout only. It is not a final footprint of the eight sectors. The gray areas are places in which activities occur. The black circular line

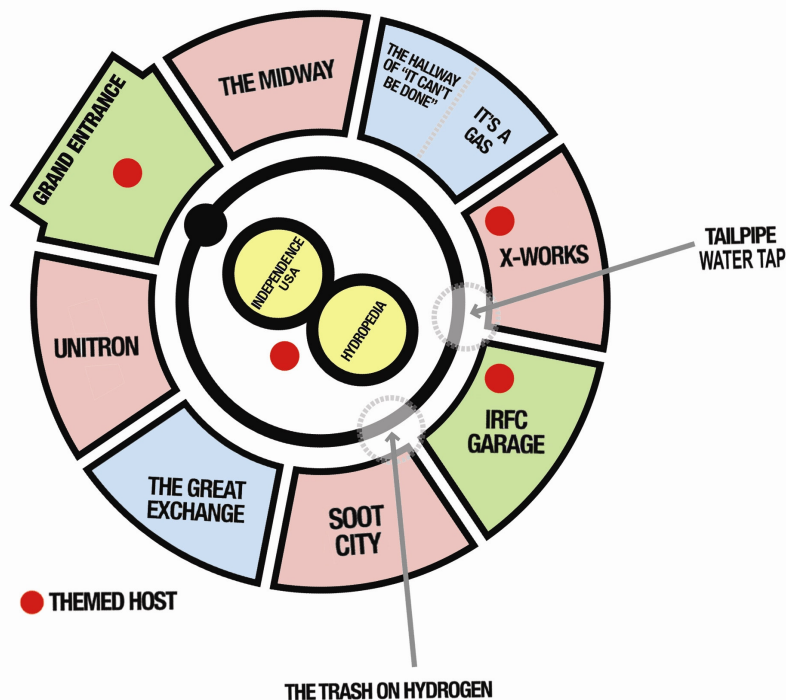
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with the bulge at 10 o'clock shows the shape of the electron path that would either be on the floor, ceiling or both.



The image above shows how the layout fits into the physical construction of The Orlando Science Center hall. At this time, the footprint has a 60 foot diameter, so it should fit well into the allotted space. The following image names the various areas to be built.



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The main entrance is one of the ring areas and is balanced at the opposite end by the **IRFC Garage**. The side areas include the **Unitron**, **The Great Exchange**, **Soot City**, **X-Works**, the “**Hallway of It Can’t Be Done**” and “**It’s A Gas**” and the **Midway**. In the center are **Independence, USA** and the **Hydropedia** where the two circles of the nucleus lie. Each area has its own purpose and function, serving one or more of the learning objectives and each has its own fun thing to do inside. A few work in concert with each other, but altogether, they make up the X-change. Each has its own measure of media, practical and/or physical components, but they all share in certain theming and style to varying degrees based on content.

i.d.e.a.s. looks forward to a discussion with The Orlando Science Center staff on the final execution and footprint of each of the eight surrounding sectors and how they fit into the available space.

Sound

Another piece of this new paradigm called “an event” is the aural experience. In keeping with the multi-sensory approach, H₂NOW has a soundtrack that brings a new dimension to visitors’ experience. In the same way that certain John Williams compositions can be referenced in popular culture to convey certain moods, information or contexts, H₂NOW will leverage the strength of this piece of music to signal the new day Hydrogen will bring.

A strong and recognizable piece of music, such as Mussorgsky’s “Pictures At An Exhibition” for example, heralds the visitors’ entrance using locally focused speakers so that noise pollution is avoided. This recording re-occurs at strategic places around H₂NOW, when interference with a specific sector is not an issue. Upon selection of a piece of music, assuming it is in the public domain, i.d.e.a.s. can contract with a musician to record the piece so it is available for H₂NOW use.

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Entry

The main entryway is a physical installation that sets an expectation for the visitor. Featuring the H₂NOW logo and subtitle above the entrance and supported by illuminated glass and steel structural elements, the entry communicates all three pillars of the brand – contemporary, irreverent and established. The look is high design, bold and “in your face” and states in no uncertain terms that H₂NOW means business and is for real.

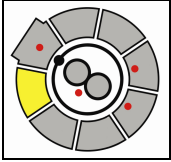


A concierge welcomes the visitors and sets the stage for the interaction to come. He/she is wearing a suit with the H₂NOW logo on a high quality pin and engages with the visitor immediately, much in the same way a concierge treats hotel guests. Visitors are given a device called a **Hydrostick** that will aid them in their journey.

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The Unitron



The **Unitron** features 8 viewing stations providing people with a stunning 3D view of how the universe “looked” (had there been conditions permitting sight) during its first 500 milliseconds. The result was a far flung collection of the inhabitants on the light end of the periodic table starring Hydrogen-the stuff of all stars.

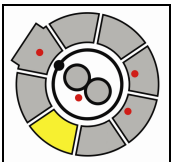
The screens are not arranged on the same plane, but staggered in the space, much like a gallery exhibit. Each screen repeats a portion of the story and is timed to begin as the previous one ends. The idea is that people will navigate through the story of hydrogen’s birth as opposed to staying fixed and passive. The media displayed uses Hubble Telescope imagery and computer generated graphics to show these processes in a beautiful and scientifically valid manner.



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The Great Exchange



The Great Exchange is a physical environment through which visitors walk as they follow the path of protons and electrons in a fuel cell. Two parallel halls represent the two parts of a fuel cell. At the back of the corridors, visitors see an animation on a screen showing the split that happens in the anode side of a fuel cell, whereby the electron goes one way and the proton goes another.

One corridor is the Electron Alley, which shows the electric circuit that the hydrogen atom's electron flows through, producing electricity. As the visitor walks down this corridor, media showing electrical devices and systems on the walls light up, demonstrating how the movement of electrons powers such things. This activity is triggered by the visitor's presence, so they play the role of the electron. On the Proton Pathway side, the visitor passes through media that shows the semi-permeable membrane that allows only protons to pass to the cathode side.

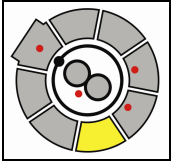


At the exit, or cathode end of the fuel cell, the proton and electron people join up again and are greeted by a puff of steam, demonstrating how the addition of an oxygen atom drives the system and produces water as its only by-product.

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Soot City



Soot City is a vision of the future if the world does not deviate from its dependence on fossil fuels for energy. A series of static pictures and media delivery screens shows a dirty, smelly, expensive planet and society in which plastics are no longer available, gas is \$15 a gallon, smokestacks fill the horizon and considerable money is spent on cleaning up the waste.

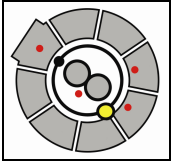
There is the smell of smoke in Soot City, and wherever the visitors walk, dark trails appear on the floor behind them, representing the carbon load that each person generates by using fossil-produced energy. This effect is accomplished using the same technology as the “chasing spiders” activity currently used at the entrance to The Orlando Science Center.



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The Trash On Hydrogen



The **Trash On Hydrogen** is a series of 55 gallon drums that have the word “OIL” stenciled on the sides and what appears to be some sort of viscous, black sludge rimming the tops. Inside the drums are LED media monitors that are fed by computers hidden in the bottom of the drums.

The monitors feature film of the Hindenburgh disaster, hydrogen bomb explosions, and other outdated misconceptions about hydrogen not being “a practical or safe source of energy.” This is the viewpoint of Soot City, clinging blindly to old myths about hydrogen to justify continued use of petroleum.

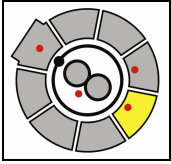


The Trash on Hydrogen sits just outside Soot City and will offer an inventive way to display media. The point is a light-hearted approach to presenting the incorrect beliefs about hydrogen that would lead the world away from pursuing hydrogen energy. The sludge on the oil drums is actually a urethane that is not in any way dirty, but should be great fun for visitors to look into and be surprised to see video images.

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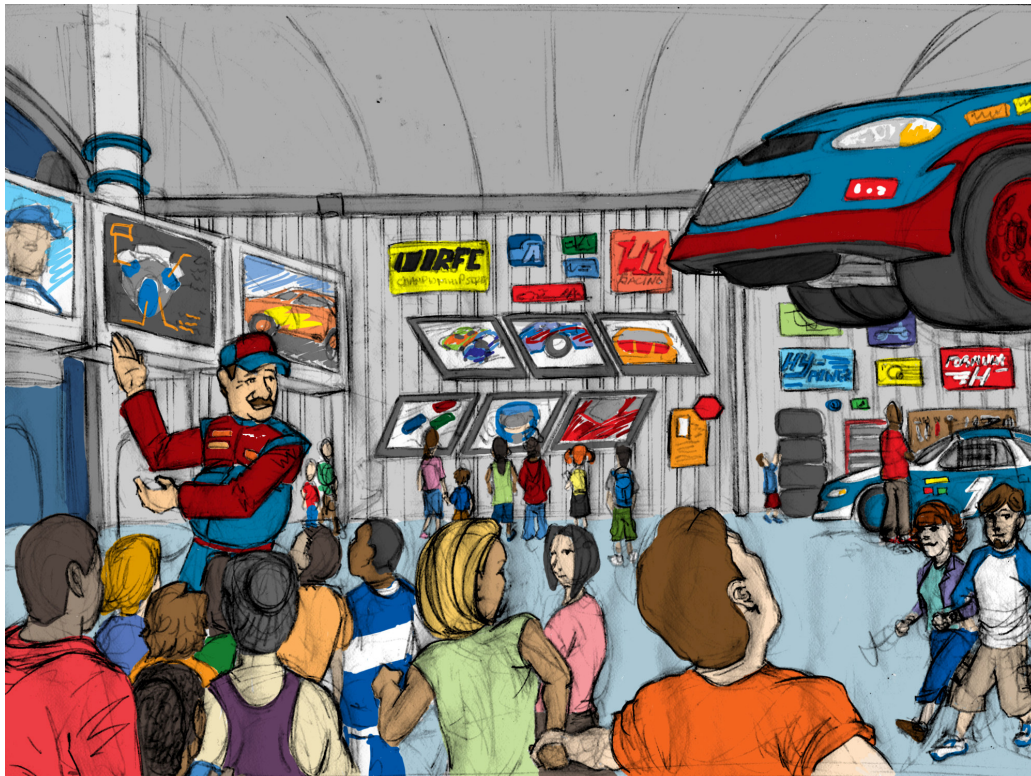
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IRFC Garage



The **IRFC Garage** is a distillation of the Racing Theme Concept from before. This is the garage that belongs to Russ Martin and his Hydrogen Engine Racing Team. They are the premiere team in the International Renewable Fuel Championship, the sanctioning body that sponsors competition between various alternative fuel initiatives.

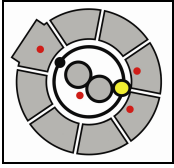
Russ or one of his cohorts is available to talk about how their car works and how it stacks up against other teams around the world. The attendant is wearing a jumpsuit appropriate to a garage environment, with the IRFC logo emblazoned on the back. The H₂NOW logo is also prominently featured on the breast pocket. Media screens on the walls show other teams successes and drawbacks, but this sector features other renewable fuels and how they stack up, well and poorly, against hydrogen. Prototype vehicles and hydrogen powered tools are available for people to touch and play with. Other screens demonstrate the inner workings of a hydrogen combustion engine.



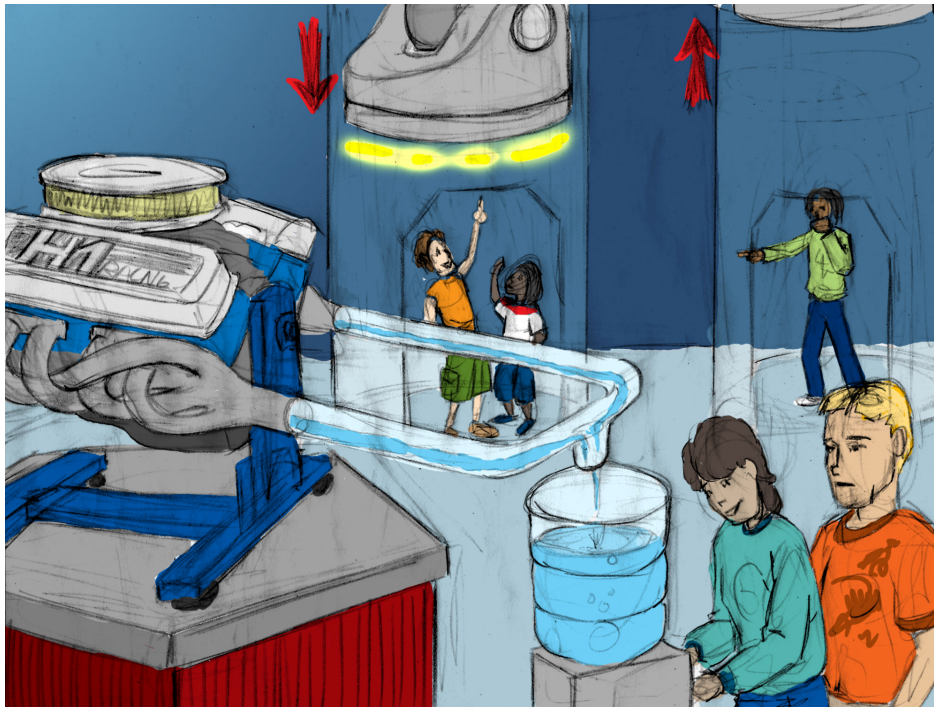
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The Tailpipe Water Tap



The **Tailpipe Water Tap** stands just outside the IRFC Garage and provides pure water for visitors to drink from a tap. The interesting thing is that water is being fed by a running hydrogen engine. This is the same sort of engine that Russ' team uses in their car and shows visitors how the very familiar V-8 engine can run on hydrogen with just a few simple modifications.

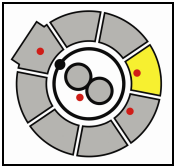


In the background of the image above is the Combustion Engine Simulator. Bridging the gap between the Garage and the next area, this is a large installation in which visitors can stand and see what it's like inside the combustion chamber of a hydrogen engine. Above their heads a piston rises and falls. When the piston reaches its lowest point, an oversized glow plug on the side of the chamber lights up and a valve opens spraying the visitor with mist to simulate the hydrogen and air that would be injected. At that moment, there is a loud bang and the piston rises away from the visitor's head. Two chambers are connected via a crankshaft that enables the reciprocation of the pistons, so that as one rises the other lowers.

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X-Works: The H₂NOW Laboratory



X-Works: The H₂NOW Laboratory is a hands-on experience for visitors to play with and construct their own hydrogen-powered toys. Using hydrogen fuel cells, visitors can make electrical devices work, like light bulbs, games and robots. Small hydrogen fuel cell motors are available to mount on different chassis and body configurations to make

toy cars. Similarly powered toy cars are available here and in the gift shop for purchase. Visitors can also race hydrogen powered rockets to see who can ring a bell first, a new twist on the hammer game from carnivals. The charging system requires holding down a button for a certain amount of time, and then releasing the button to launch the rocket. The trick is to know how long to charge. Don't hold the button long enough and your rocket doesn't reach the top to ring the bell. Hold it too long, and your opponent may release first and beat you by ringing the bell.

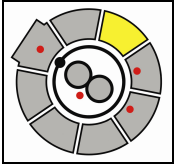
An attendant dressed in a labcoat is available to aid visitors throughout the X-Works.



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It's A Gas and The Hallway of "It Can't Be Done"



It's A Gas and **The Hallway of "It Can't Be Done"** are two complementary installations that answer two fundamental questions in fun ways: what is the real potential of hydrogen energy and how does it fit into humanity's story?

It's A Gas is a series of stations fitted into a wraparound console that challenge visitors with true/false questions about hydrogen. The answers to these questions can be found throughout H₂NOW.



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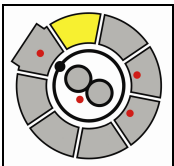
The Hallway of “It Can’t Be Done” is a walk-through corridor in which many famous examples of announcements mistakenly predicted what would happen with technology are featured on media screens. Examples include: IBM saying that regular people would never want a computer in their home, people dubbing Robert Fulton’s Clermont “Fulton’s Folly” and saying it would explode and sink, the Thrust SSC breaking the sound barrier on land in 1997, etc.



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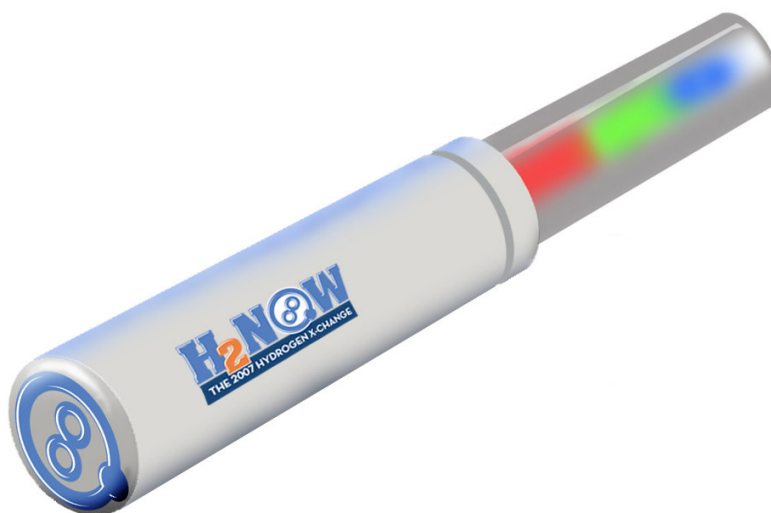
The H₂ Midway



The H₂ Midway is a series of activities visitors can engage in to earn a supply of hydrogen energy. It is split into two areas, the Make It and the Use It sections. In the Make It section, through pedal power, or cranking a lever back and forth, etc. visitors can earn enough energy to use somewhere else in H₂NOW.

The Hydrostick is the means by which visitors will be able to “store” their earned Hydrogen energy and to use in the manner they choose. The Hydrostick is docked into a receptacle at any one of the Make It stations. It clicks into place, telling the visitor that the transfer of energy can now begin. Once they have earned enough energy to fill the Hydrostick, the LEDs on it are completely lit. The LEDs are housed within a diffusing tube at one end of the Hydrostick which makes the illumination seem more realistic as if energy is actually being stored. Once filled, the visitor removes the Hydrostick from the Make it station and takes it to a Use It station, which has a similar docking receptacle. As energy is used, the lights turn from blue to green to red until the energy is gone.

The Hydrostick is a Radio Frequency Identification Device (RFID) which visitors obtain when they enter H₂NOW. An RFID chip inside identifies the visitor specifically. Alternatively, the Hydrostick could contain a chip that recognizes the receptacle and stores the information about each interaction locally so that an RF antenna is not necessary in each station. Final design and construction of the Hydrostick will be determined by a value engineering protocol that involves the vendor and OSC personnel.



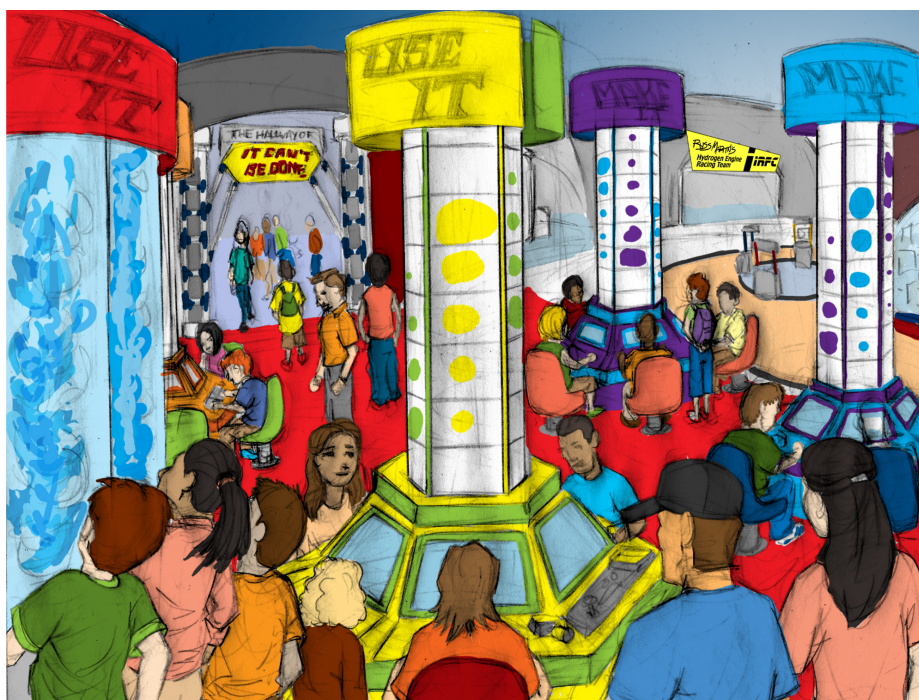
Hydrostick

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i.d.e.a.s. looks forward to a discussion with The Orlando Science Center staff on the feasibility, pros and cons of expanding the use of the Hydrostick in different and respectively appropriate ways in other sectors around H₂NOW.

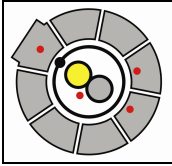
Activities to use the energy in the H₂ Midway include such things as powering video games or blowing up an amount of hydrogen gas in a sealed transparent container. Contained in a vacuum, the resultant explosion shows off the brilliant blue of hydrogen when it is burned and makes a loud noise which is likely to generate repeated explosions from other visitors who enjoy blowing things up. The blue color reinforces the evidence that hydrogen was not the main culprit in the destruction of the Hindenburgh mentioned in the Trash On Hydrogen and It's A Gas.



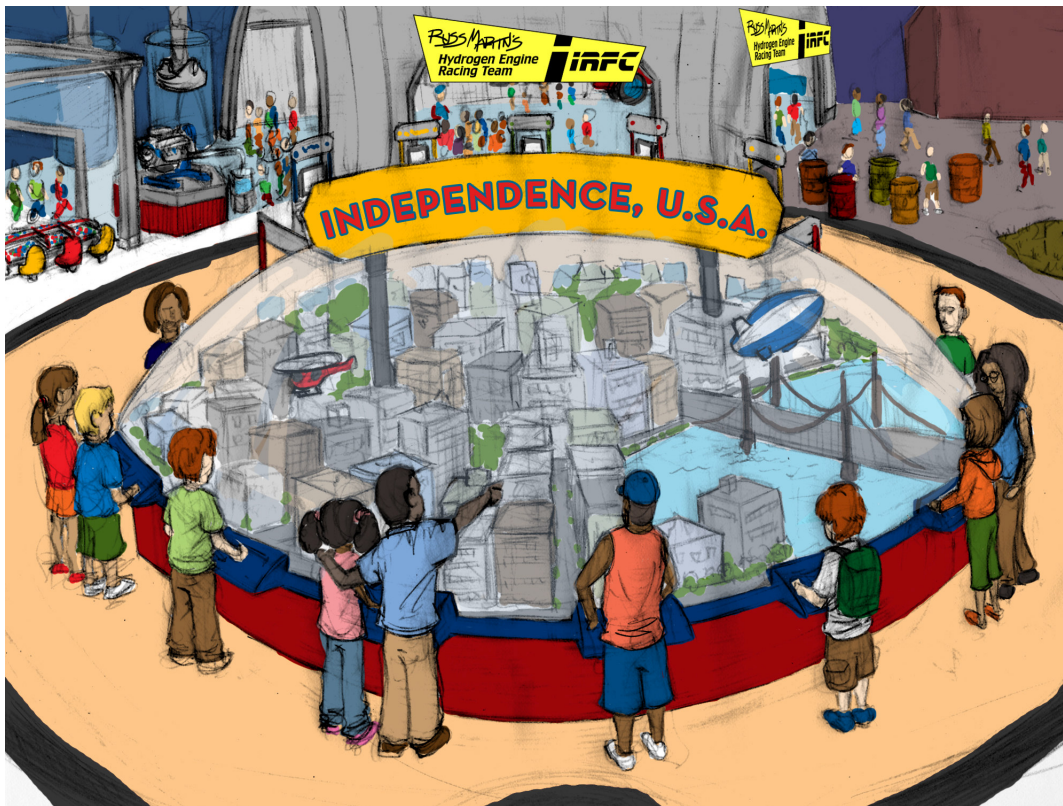
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Independence, USA



Independence, USA is “a forward-looking hydropolis of the future.” Visitors can choose to spend their earned hydrogen energy that they carry in their Hydrostick here at this central attraction piece. Independence, USA is a miniature city that runs on the hydrogen energy in visitors’ Hydrosticks.



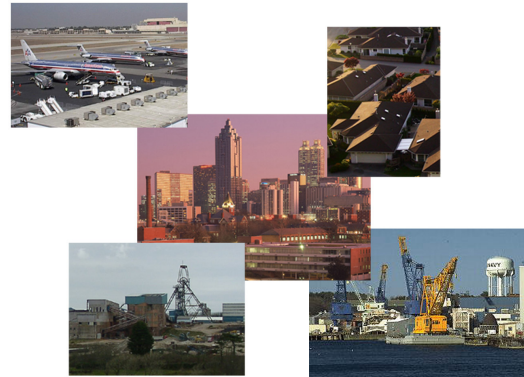
There are several ports around the city into which a Hydrostick can be inserted to power some device or activity inside the dome. For example, visitors can use their hydrogen energy to power a draw bridge, light up a skyscraper, drive a mass transit vehicle, or similar metropolitan systems.

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The following is a map of how Independence, USA lays out in the circular space, and the various sorts of simulated environments that would make up the community.

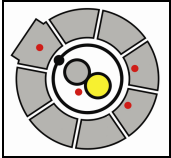
Independence, USA



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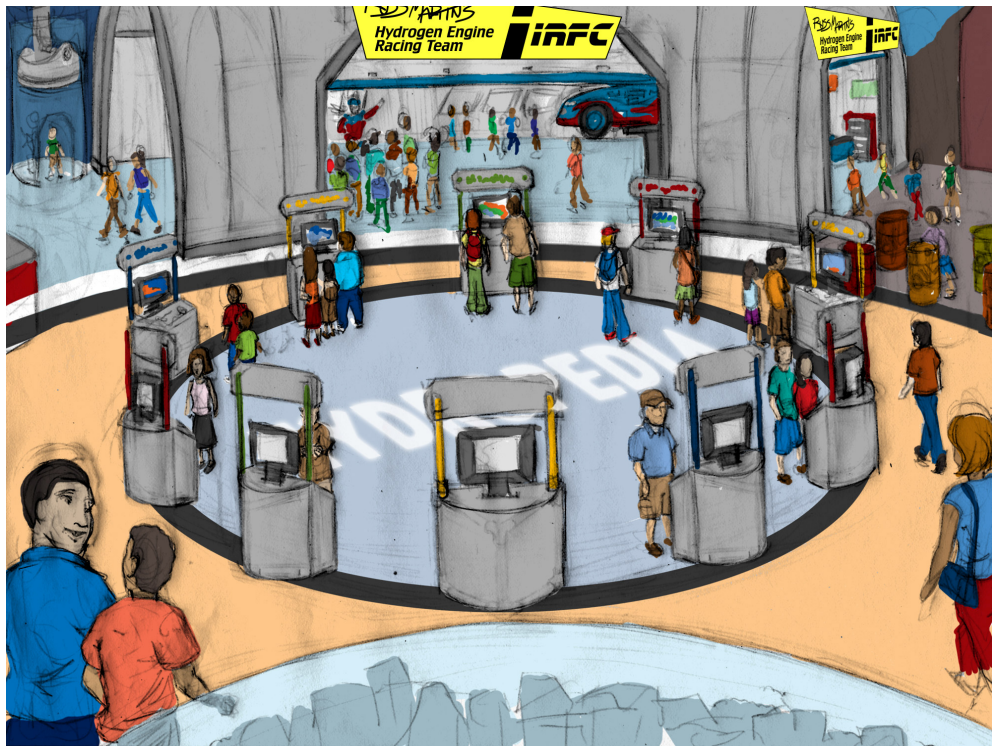
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The Hydropedia



The **Hydropedia** is a network of media stations in kiosks that provide all the information one would ever need to know about hydrogen and hydrogen energy. These are all the facts, all the science, the pros and cons and all the theories one could ever question on the subject.

It is also the central nexus for the online component (www.hydropedia.org) and an ever-growing resource on hydrogen energy open for anyone to use. Content includes media teachers can use in their classrooms to explain the science that goes into Hydrogen energy, such as animations showing how a fuel cell works, electrolysis techniques and Hydrogen storage and transportation devices.



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The Hydropedia is not only a clearing house for information on hydrogen energy. It is also a forum for visitors and online guests to voice their opinions on hydrogen energy, a hydrogen-based economy and the current state of the world's relationship with energy. The following image is an example of what such a social networking tool might look like.



Visitors can access all relevant content for Hydrogen power in whatever form is applicable. They have a virtual graffiti wall on which they can leave their time-capsule like opinions and messages for posterity, and they can add their voices to the chorus of visitors sending messages directly to politicians and business leaders about what they think should be done on the issue of Hydrogen energy in terms of policy.

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Exit

Upon exiting H₂NOW, visitors turn in their Hydrostick and have the option of purchasing a USB flash drive that looks very much like it. This drive contains a record of their experience in H₂NOW, where they went and what they did. It also contains special information and program elements that can be used exclusively on the website, www.h2now.org, shown below. Ideally, this was the introduction to H₂NOW and also the opportunity for virtual return.



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Staff

Four staffmembers man H₂NOW. These themed hosts are people who have been specifically trained in the overall story of H₂NOW and also in ways to create the world for the visitor that their key location defines.

The first person to greet the visitors at the entrance is the Concierge. It is this person's job to welcome the visitors and set the tone for the experience. There is also the practical task of providing the visitors with their very own Hydrosticks which they will use at various places around H₂NOW. The Concierge is wearing a business-style suit and takes the time to engage with the visitors, get to know them a little and provide advice as to what they should be watching for as they go through the experience.

If they are so inclined, the visitors can be directed straight to the Midway to their left, where they can immediately begin to use their Hydrosticks. And as they leave H₂NOW, the Concierge takes back the Hydrosticks and replaces it with a USB flash drive that resembles a smaller version of the Hydrostick. This take-away item contains information on H₂NOW and is themed with the H₂NOW brand.

**Hydrostick-style USB Flash Drive**

The second person the visitors will encounter if they travel counter-clockwise is the IRFC Garage attendant. This person is wearing a jumpsuit and is part of the racing team. This is pure character and fun.

The next staffmember is the X-Works Lab Technician. This person is a scientist type that aids visitors in the use and construction of their own Hydrogen toy designs. This person is extremely approachable and a hands-on helper.

Finally, the center area is manned by the Tour Guide. This person is wearing a park ranger-like uniform, as he/she is the visitors' guide to both Independence, USA and the Hydropedia. This person tells people about how this Hydrogen-powered city works, encourages visitors to post their opinions on the Hydropedia forums and to explore the information further.

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Production Plan

Types

Media elements populating H₂NOW are as follows:

- Video content on plasma screens (stereo/surround sound audio)
- Video content for large screen projection (stereo/surround sound audio)
- Audio programming (stereo/surround sound)
- Computer generated graphics on plasma screens
- Online content for www.h2now.org and www.hydopedia.org
- Design graphics for fabrication of product displays and exhibits
- Graphic art press-ready files for signage, artwork and displays

Please note that any fabrication and printing requirements are not in scope and will incur additional costs.

Media

Media required for sectors are as follows:

- Unitron – Computer generated graphics and audio loops to play on the individual screens
- The Great Exchange – Video and audio to play upon activation by the visitors' presence in the corridors. Alternatively, lighting cues could take the place of video on display screens
- Trash on Hydrogen – Video and audio to play on screens contained within 55-gallon drums
- IRFC Garage – Video and audio loops for the various alternative fuel teams, 3-D graphics for racing prototype on large screen projection screen, including component descriptions. Soundscape loop running in the background to create the ambience of a working garage.
- It's A Gas – Interactive question and answer information to be accessed through PCs
- Hallway Of "It Can't Be Done" – Video and audio loops for historical references
- Hydopedia – Interactive content and web-based access to online site that houses a database of information and social networking capabilities including discussion forums and legacy space for visitors to leave their thoughts and opinions.

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Physical and Practical

Physical fabrication required are as follows:

- Entry – Freestanding structural arch with embedded lighting and signage
- Unitron – Freestanding columns with installed plasma screens and signage that titles each piece of media
- The Great Exchange – Practical installation of two parallel corridors with ceilings, representing sides of the fuel cell. Walls contain media delivery screens, embedded lighting. Title signage.
- Soot City – Background image painted on back wall, scaled buildings standing away from the wall. Interactive projection system similar to OSC's welcome game, in which the visitors are followed by a dark cloud trail on the floor representing their carbon burden. Title signage.
- Trash on Hydrogen – Three 55 gallon drums placed in a triangle and decorated apparently with thick, black, viscous sludge. PCs and display monitors are embedded inside the drums. Title signage.
- IRFC Garage – Practical roll-type doors, diamond plated surfaces, title signage. Props include:
 - Jack system and platform with fabricated prototype perched on it, plasma screens hanging from a truss structure, garage workbenches, tools and equipment necessary to build race cars.
 - Prop elements include stacks of tires, automobile body panels, engine lift, etc.
 - Freestanding structure of combustion engine simulator large enough for single visitor to enter each chamber. Twin units linked together by crankshaft is optimal. One unit is less desirable but sufficient.
- Tailpipe Water Tap – Suspended or supported hydrogen-powered combustion engine with exhaust pipe feeding a water cooler dispensing unit, paper water cones and trash receptacle. Title signage.
- X-Works – Laboratory tables with hydrogen fuel cell toy pieces that can be fitted together to create dozens of different designs. Race track for toy cars to run on. Title signage.
- It's A Gas – Interactive PCs and title signage.

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- Hallway Of “It Can’t Be Done” – Title signage and printed imagery and prop items from history along with plasma screens displaying media.
- Midway/Make It – Title signage and interactive stations including, but not limited to, pumping and cycling activities that “generate the hydrogen energy” to fill the Hydrosticks.
- Midway/Use It – Title signage and game play stations including the hydrogen explosion chamber, rocket race/ring the bell game, conventional video games that use the Hydrostick receptacle in place of a token system.
- Independence, USA – Freestanding circular base with title signage and miniature city on top, 12 Hydrostick receptacles placed appropriately so each station powers half of one of the six lands – Downtown, Suburbia, Amusement Park, Mining & Industry, Airport, and Shipyard.
- Hydropedia – Title signage and multimedia stations with web access only to www.hydropedia.org.

Online

A fully functional and interactive website for www.h2now.org that mirrors the live event, complete with merchandising and branding information and capabilities.

www.hydropedia.org is both a reference tool and a social networking utility for visitors to share their thoughts and ideas. It should include, but not be limited to, instructional text and graphic animations, a virtual graffiti wall, discussion forum, links to relevant outside sites.

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Partnerships

The following entities have been identified as potential partners, sponsors and vendors for the construction and implementation of H₂NOW:

The first list is made up of entities and organizations with whom i.d.e.a.s. has already had contact:

3DH

3DH has a patented process for producing ultra realistic 3D HoloProjection™ or 3D "holographic-like" images.

<http://www.3dh.net/>

Birket Engineering

Creators and suppliers of custom electrical & software systems. Located in central Florida, the company's work may be found in Las Vegas, on Broadway, in Europe, Asia, Australia, and in every Universal Studios and Walt Disney Company theme park in the world. Has technology available to make the Hydrostick a reality.

<http://www.birket.com/>

Freeland Studios

Freeland Studios offers full service fabrication and construction for display and practical prop design. Would be ideal for building the lighting, technology housing and wall units.

<http://www.freelandstudios.com/>

Hydrogen Engine Center

Manufactures Hydrogen powered combustion engines for industrial use and scalable for a variety of applications.

<http://www.hydrogenenginecenter.com/>

Key Visions LLC

Creates themed USB flash drives and provides high definition video compression which would be ideal for the takeaway version of the Hydrostick.

www.keyvisions.net

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This second list is comprised of entities and organizations with whom i.d.e.a.s. does not yet have contact:

BMW USA

Planning to lend 25 H-7 sedans to people in the US along with refueling tankers as an outreach program to promote Hydrogen. A showpiece unit to coincide with H2NOW would be a perfect fit.

http://www.bmwgroup.com/e/nav/index.html?..0_0_www_bmwgroup_com/home/home.html&source=overview

Lawrence Technological University

In cooperation with Formula Zero, a Dutch organization that manages on-site demonstrations of hydrogen fuel cell go-kart racing events. The venue provides the space, and Formula Zero provides the cars and track. LTU is building such a kart that would be perfect to include in the IRFC Garage or to run outside the OSC as a practical demonstration.

<http://www.ltu.edu/>

NASCAR and NHRA

Given a benefit for their participation, both of these organizations might be willing to lend support either through monetary or in-kind donations and publicity.

<http://www.nascar.com/guides/advertising/>

<http://www.nhra.com/aboutnhr/community.html>

Progress Energy

Currently operating hydrogen fuel cell Ford Focus vehicles around Orlando which would be a great central attractor for the IRFC Garage.

<http://www.progress-energy.com/>

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