

## For Immediate Release

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## INNOVATION MATRIX SIGNS DISTRIBUTOR AGREEMENT WITH APPLIED ROBOTICS TO PROVIDE AUTOMATION SOLUTIONS TO JAPAN AND TAIWAN

### Partnership Expands Automation Offerings to Japan and Taiwan

**Santa Clara, Calif.-** April 20, 2009- Innovation Matrix, Inc., an innovative distributor of factory automation components and systems today announced it has entered into a distributor agreement partnership with Applied Robotics Inc. of Glenville, NY, a leading provider of automation end-of-tooling and connectivity solutions. With this agreement, Innovation Matrix will be the exclusive distributor for Applied Robotics' automation end-of-arm tooling in the Japanese and Taiwanese markets.

As the exclusive distributor for Applied Robotics to Japan and Taiwan, Innovation Matrix will introduce the region to Applied Robotics' Meat Gripper, a solution to food handling process where sanitation is crucial, Smart Gripper 2.1, designed for precision and application flexibility, and various quick tool changers for the automotive industry.

"We are very pleased to be partnering with Applied Robotics. We established our office in Japan a year ago to provide direct customer support to the automation industry there. With our Asian marketing and service focus and Applied Robotics Inc.'s products and solutions we will be able to provide the Japanese and Taiwanese regions with the best tools and support to remain competitive," said Eimei Onaga, President of Innovation Matrix.

"We are pleased to be expanding our global outreach with Innovation Matrix on board," said Jim Fitzgerald, vice president of Applied Robotics. "Innovation Matrix, Inc. is well respected and well connected in the Trans-Pacific automation industry. With their expertise and our established tool change systems, collision sensors, end-of-arm tooling lines, and customized solutions we will be able to supply and support this expanding region."

Applied Robotics Inc., headquartered in Glenville, NY, is an ISO-9001 registered, employee-owned company serving the world's automation market. Founded in 1983, Applied Robotics designs and manufactures end-of-arm tooling and connectivity solutions intended to solve complex automation problems and improve efficiencies. Serving a wide spectrum of customers and industries ranging from large Fortune 500 companies to small privately-held businesses, the company's wrist-down solutions can be found in manufacturing, welding, assembly, material removal and material handling applications throughout the United States, Canada, Pacific Rim, Europe, Mexico, South America and Australia. More information can be found on the company's website at [www.appliedrobotics.com](http://www.appliedrobotics.com).

Founded in 2004, Innovation Matrix, Inc. is a leading distributor and system integrator of automation applications specializing in robotics, motion control and machine vision products. The company partners with leading providers of automation products and has over 60 years of combined hands-on robotic experience. Innovation matrix is uniquely positioned to meet its customers engineering and manufacturing goals with its trans-pacific automation industry expertise and maintains a global presence with direct offices and alliance offices in the U.S., Korea, China, Taiwan and Japan. More information is available on the company's website at [www.innovation-matrix.com](http://www.innovation-matrix.com).

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