

ELWOOD “WOODY” G. NORRIS

Elwood “Woody” G. Norris won the 2005 \$500,000 Lemelson-MIT Prize as Inventor of the Year. He holds 47 U.S. patents with more than 100 pending patents worldwide, Elwood “Woody” G. Norris is widely recognized as a prolific inventor and a talented technology integrator. His interest in electronics started at a young age, with a rigorous experimentation method of inventing that he continues to this day.

Woody Norris joined the U.S. Air Force in 1956 and was trained as a Nuclear Weapons Specialist, specializing in electronic fusing systems. He studied electronics at the University of New Mexico. After his honorable discharge in 1959, he began employment at the University of Washington where he continued his practical education, elevating his position from technician to Director of the Engineering Experiment Station for the campus within two years.

Upon conceiving his first commercial invention in 1970, Mr. Norris left the university and embarked on his entrepreneurial career. He invented a phonograph tone arm that initially was developed for a contest, and was later sold for \$20,000.

Many of Woody Norris's inventions are not just single product ideas; they shatter technology barriers creating multiple applications and a lasting impact. Among these technical breakthroughs, are:

- Developed and patented HyperSonic[®] Sound (HSS[®]) (U.S. Patent #5,889,870)—a revolutionary directional loudspeaker that focuses sound to a specific location. It also shapes the sound wave to fill only a predetermined area much as a spotlight narrows its beam. HSS[®] actually creates sound in the air. He has 11 additional issued patents relating to HSS[®] and 7 more pending. HSS[®] has been recognized by *Popular Science* as the “Best of What’s New” in the General Technology Category, winning the Grand Award in 2002.
- Developed and patented Flashback[®], the first digital recording technology (U.S. Patent #5,491,774) that allowed digital recording of information on non-volatile flash memory rather than tape. Flashback[®] was also recognized by *Popular Science* as one of the “Best of What’s New” in the Audio & Video Category.
- Invented an ear-mounted speaker/microphone combination (U.S. Patent #5,280,524) that permits hands-free speaking and listening without the audio feedback. This invention is currently being sold by JABRA Corporation. He has 4 additional issued patents relating to this invention that are also owned by JABRA.
- Invented a Gas Tube RF Antenna (U.S. Patent #5,594,456) that can be called into existence and made to disappear at will. He has 2 additional issued patents relating to the Gas Tube Antenna.

Continued

Woody Norris

- Developed and patented a Transcutaneous Doppler System (U.S. Patent #3,631,849) and has licensed the technology to Medical Development Corporation (later acquired by American Hospitals). Over time, this product was incorporated into today's sonogram device used by doctors and hospitals in imaging the human body.
- Developed and patented the Helicopter Propulsion and Control System (U.S. Patent #6,460,802) - a new generation, recreational flying vehicle. AirScooter® is a new kind of safe, single person helicopter designed for recreation. Remarkably, it does not require a pilot's license and can be mastered in one afternoon of training.

In 2002, AirScooter® was recognized by *Popular Science* as one of the “Best of What’s New” in the Aviation & Space Category.

- Invented and patented 20 other diverse product ideas and technological breakthroughs.

The inventions of Woody Norris have been the keystone for several new companies. In 1980, he founded American Technology Corporation (ATC) where he currently works as Chairman, as a means to promote his inventions. Today, ATC is publicly traded and is marketing HSS® products to customers around the world.

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