



## **Oorja Announces First Public Demonstration of Ultra-Powerful New Methanol Fuel Cell for Material Handling Vehicles**

*Oorja Protonics CEO to Unveil OorjaPac™ at NA2008 in Cleveland, Ohio April 21-24*

FREMONT, California (April 14, 2008) Oorja Protonics, the industry leaders in ultra-powerful Direct Methanol Fuels Cells (DMFCs) will give the first public showing of their innovative OorjaPac™ on-board battery charging system for the material handling industry.

The press conference at noon on Tuesday April, 22 in Cleveland's IX Center Press Room will be the first public opportunity to hear Oorja's CEO, Sanjiv Malhotra, PhD discuss the breakthrough technologies in these powerful new fuel cells. The fuel cell will be demonstrated at the press conference and at the Oorja booth #2639. OorjaPac will also be shown at NA 08 in conjunction with FMC Technologies and MHD Green Energy Solutions. Oorja Protonics is expected to make a big splash with this green technology at this year's NA 2008 show hosted by the Material Handling Industry of America (MHIA).

"It made perfect sense for us to publicly display OorjaPac™ for the first time at NA08 which is a leading expo for the material handling industry" said Sanjiv Malhotra, Founder and CEO of Oorja. "The NA08 show provides us with the ideal platform for demonstrating the value associated with onboard charging and address any technical questions on OorjaPac™."

OorjaPac™ is a breakthrough onboard charging system for forklifts, pallet loaders, and other material handling vehicles and charges their batteries both while they operate and under idling conditions. OorjaPac™ addresses a number of critical problems faced by the material handling vehicle users. These include:

- Low runtime with batteries on a single charge, resulting in the need to purchase and maintain multiple batteries per vehicle and conduct battery swaps in order to get through one full day of operation
- Significant vehicle and labor downtime during non productive activities such as battery swapping, resulting in reduced operational productivity
- Reduced battery life due to inadequate charging and cooling processes
- High operational costs associate with the incumbent approach, namely maintaining real estate for battery swapping/charging rooms and the labor associated with the battery swapping process

Operating as an onboard battery charger, OorjaPac™ addresses all of these concerns and provides a compelling ROI. For example, when installed onboard Automated Guided Vehicles (AGVs) in a pilot program with a global automotive OEM, OorjaPac™ was able to deliver a savings of 82% in time – or 431 minutes of operation per vehicle, per week. The net result was a substantial increase in productivity and reduction in both capital and operational expenditure.

Oorja Protonics, Inc. | 40923 Encyclopedia Circle | Fremont, CA 94538 | <http://www.oorjaprotonics.com/>  
(510) 687-9501



Additional information on Oorja Protonics and the OorjaPac™ can be found at Oorja's recently launched public website at <http://www.oorjaprotonics.com> or by contacting Oorja Protonics at:

Oorja Protonics  
40923 Encyclopedia Circle  
Fremont, CA 94538  
(510) 687-9501

## **About Oorja Protonics**

Oorja designs, develops, and manufactures the most powerful direct methanol fuel cells (DMFC) in the world. In development for three years and on its fifth generation of technology, Oorja's products are customer proven, reliable, affordable, and available today. Oorja's customers include Fortune 50 OEMs, retailers, automotive manufacturers, logistics providers, and food processing companies. Founded in 2005, Oorja is a privately held company and is backed by venture capital firms Sequoia Capital and DAG Ventures

## **About NA 2008**

NA 2008 is the place to see material handling & logistics innovations and find solutions for current and future manufacturing, distribution and supply chain operations. The Show's accompanying Educational Conference will offer highly focused, seminars providing industry expertise on the latest productivity innovations. It features over 450 exhibitors and tens of thousands of supply chain and logistics professionals from 80 countries.