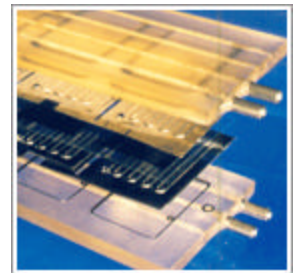


# Fuel Cell Technology Forum Event

The **Center for Operational Excellence (COE)** recently hosted an informative event exclusively for Member Companies. Yann Guezennec, of The Ohio State University Center for Automotive Research, facilitated a discussion on the emergence of fuel-cell technology. Using common language, Yann discussed the realities, opportunities, and challenges for this unique power source.



During the forum event, the participants discussed the potential impact that this revolutionary technology has on the way we each of us thinks about power. Yann projected that the first marketable applications for fuel cells will be with products that utilize small power consumption and currently use high-cost power sources.



Some examples are cell phones, laptop computers, personal electronics, and medical devices. However, because of the scalability of this technology, new paradigms are being created that may change the way we interact with electricity within our homes, cars, and businesses.



Because of the wide range of applications, many companies that are not currently involved in power generation are now interested in capitalizing on this emerging technology. The forum participants discussed the potential market opportunities, timelines of implementation, and potential investment required to take advantage of fuel cell technology.

