



While visitors wearing 3-D glasses at the South Jersey Technology Park at Rowan University on October 27 looked vaguely like 1950s moviegoers, what they were watching was actually serious science.

Standing in a lab prior to the dedication and ribbon-cutting for the Tech Park's first building, the Samuel H. Jones Innovation Center, the glass-wearers were viewing a demonstration of the College of Engineering's virtual reality system.

The virtual reality lab is just one of a dozen that Rowan Engineering is housing on the first floor of the two-story, 45,000-square-foot Innovation Center. The space is home to sponsored research for such organizations as the National Institutes of Health, National Science Foundation and NASA. Elsewhere on the first floor are the Rohrer College of Business' Center for Innovation & Entrepreneurship and Incubator. Four firms have signed on for Incubator space: Provonix; FocalCool, L.L.C.; French & Parrello; and Strategic Billing Enterprise.

More than 300 people from campus and the community, including numerous high-profile elected officials, toured the new building, which is located off Rt. 322 at the Rt. 55 interchange in Mantua Township, about a mile from campus.

In addition to tours and demonstrations, the day featured a formal ceremony during which close to a dozen people spoke, including Tech Park board member and benefactor Sam Jones, of Mantua, who donated \$1 million to the project. Other funders include the New Jersey Economic Development Authority, New Jersey Commission on Science and Technology, Rowan University Foundation, U.S. Small Business Administration and New Jersey Department of Community Affairs.

Their funding is going to make a difference not only in the lives of Rowan students and start-up businesses that move to the Tech Park, but also in South Jersey. "We want to be contributors to the economic development of the region," said Rowan president Dr. Donald Farish of the Tech Park, which ultimately may include 25 buildings on its 580 acres. "We think this is something that is really going to be able to make a difference."