

The Essential Automotive Technology Event  
**SAE 2010 World Congress**  
April 13-15, 2010  
Cobo Center  
Detroit, Michigan USA

# New Era—New Solutions New Congress

Network. Collaborate. Innovate.

Event theme: **Ecollaboration**



Host Company: **Ford**  
Tier One Strategic Partner: **MAGNA**  
**SAE International**  
[www.sae.org/congress](http://www.sae.org/congress)

## AllCell Exhibits at SAE World Congress 2010

Source: AllCell

Class: PRESS RELEASE

**SYNOPSIS:** AllCell to exhibit its Phase Change Material technology at the 2010 SAE World Congress, held April 13-15 in Detroit.

Chicago – AllCell executives and engineers are traveling to Detroit, Michigan USA to attend and exhibit at the 2010 Society of Automotive Engineers World Congress. AllCell will use the event to showcase its phase change material (PCM) thermal management technology for lithium ion batteries and learn about other developments in the automotive industry. The event occurs on April 13-15.



The SAE World Congress is a conference that brings together the world's largest automakers and suppliers to discuss developments and issues in the automotive industry. This year's theme is "Ecollaboration", a focus on the changing relationship between the automobile and the environment. This theme is consistent with an approach that many automotive and technology conferences have taken of late, placing an emphasis on environmentally benign energy solutions.

As a supplier of customized thermal management solutions for energy storage systems of stationary and transportation applications, AllCell is well positioned to be a contributor in these industries. Its PCM technology acts as a thermal capacitor to absorb and dissipate heat generated by the battery pack. The PCM enhanced thermal management for the cell leads to a lower, more uniform pack temperature, which benefits cost, safety, cycle life, power, and reliability while also remaining eco-friendly.

**For more information, please contact:**

**Karen Orlich**

**Tel: +1-773-922-1155**

[korlich@allcelltech.com](mailto:korlich@allcelltech.com)

[www.allcelltech.com](http://www.allcelltech.com)

---

*AllCell Technologies offers customized thermal management solutions and battery packs for high power lithium-ion based systems in applications such as hybrid, plug-in hybrid, electric and light electric vehicles (i.e. electric scooters, electric bikes, and neighborhood electric vehicles). Their patented phase change material (PCM) surrounds each lithium-ion cell to absorb and conduct heat away from the battery, effectively doubling the life of the cells and preventing fire or damage to the battery. [www.allcelltech.com](http://www.allcelltech.com)*