

NEWS

Tech firm using N.C. A&T for R&D

By **MICK NORMINGTON** THE BUSINESS JOURNAL

GREENSBORO — A small Greensboro company whose software and sensors measure coatings on everything from textiles to metals is turning over much of its research and development to N.C. A&T State University.



Frisby

The move is an attempt both to develop new products and land government contracts.

“(A&T) is a very underutilized organization in this community,” said Greg Frisby, CEO of

Sensory Analytics LLC, which last week signed a research and design collaboration agreement with the Greensboro university.

Sensory Analytics makes optical and radio frequency sensors that measure the thickness and color of coatings on industrial and consumer products. Frisby’s company is trying to develop things that could be

SENSORY ANALYTICS LLC

Chief executive: Greg Frisby
Address: 6520 Bryan Blvd., Suite 102,
 Greensboro 27409
Phone: (336) 665-1800

used on aircraft, such as sensory products that look for cracks or measure ice on a wing, he said.

The university would receive a share of the revenue the company gets on any products that result from this agreement, where faculty and students are serving as the defacto research and development department for Sensory Analytics. Frisby would not discuss terms of the deal, but said A&T could receive “sizable” revenue from work that results from the collaboration if new private or governmental customers can be found.

The company was attracted to A&T because its faculty have become experts in both “lean manufacturing” processes as well as landing product design contracts

“(A&T) is a very underutilized organization in this community.”

GREG FRISBY
 CEO OF SENSORY ANALYTICS LLC

with federal agencies.

The university also has engineering laboratory space that it has been trying to lease to Triad companies, said N. Radhakrishnan, vice chancellor of research and economic development for the university.

“A&T looks forward to working with Sensory (Analytics) to link our research and test facilities and their tremendous commercial and government expertise,” Radhakrishnan said.

Reach **MICK NORMINGTON** at (336) 370-2917 or mnormington@bizjournals.com.