



**PowerQuick Inc.**

Manufacturers of PowerQuick Powered Personal Ascenders  
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**Press Release**

**For Immediate Release**

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## **CBS show NUMB3RS reaches new heights – literally**

Future “NUMB3RS” episode highlights innovative PowerQuick climbing technology developed for the US military under a small business technology program

May 18, 2007 The CBS show “NUMB3RS” always illustrates how science and advanced technologies play a leading roll in helping the FBI catch crooks. In the season finale episode titled The Janis List which airs May 18 the challenge was to find a way for FBI Agents David Sinclair (played by Alimi Ballard) and Colby Granger (played by Dylan Bruno) to climb to the top of a bridge to disarm a bomb. They could have used the standard Hollywood special effects, but to keep the realism for which the show is famous, they hit the web to try to find the latest innovations in climbing technology. What they found was the PowerQuick Powered Ascender.

The PowerQuick Ascender is a new product developed specifically for the military by Quoin International, Inc., Carson City Nevada, under a Small Business Innovation Research contract. The battery-powered unit operates like a personal elevator allowing people to effortlessly climb a rope when they need to work at heights. Manufactured and marketed by PowerQuick, Inc., the unit is currently undergoing field testing by Army Special Forces personnel in Afghanistan.

“I was totally blown away when I got a call from Bucky Moore, the property master for NUMB3RS to see if they could use the PowerQuick for the episode,” said Cathy Jacobson, PowerQuick Inc. CEO. “This is a new product that has only been on the market for a year. Add that to the fact that my husband, Mike Jacobson, who is the chief design engineer, and I are both avid NUMB3RS fans and you can see why we quickly said yes – even though they were just a couple of days from shooting. We were really impressed that they wanted the realism in the show bad enough to keep looking until the last minute and even more impressed that they were willing to work with a small business using a new technology where the talent was literally “hanging on the line.”

Safety is a number one consideration on the set. Before using the ascender in the show the production staff reviewed the safety and testing data on the device and several of the crew took a turn at climbing with the PowerQuick. “One of the biggest challenges was getting them off the rope. They found out that, as well as being a safe, useful tool, the PowerQuick is as much fun as an amusement park ride, said Jacobson.

Safety is also one of the company's main concerns. Over the years a lot of people have tried to put a motor on a capstan with little success and some are still trying, said Jacobson. "Unfortunately safety doesn't usually come first. They focus on getting their design to work and then try to decide what they need to add to make it safe enough for use by people. That approach rarely works because safety is more than an afterthought. We designed the PowerQuick using an integrated engineering approach. When we received our development contract from the Defense Advanced Research Program Agency (DARPA) we researched all applicable safety regulations and wrote a safety and performance specification for the product. As a result, we integrated the safety elements into our design from the beginning. We then conducted extensive safety testing and a beta test program with users in various industries. So far we have spent 3 years and close to \$3 million making sure the PowerQuick is the first, totally safe powered climbing technology on the market."

For the talent using the ascender was a unique experience. Bruno, who in addition to being an actor holds a BA in Engineering from Massachusetts Institute of Technology, said he was impressed with the engineering that went into the product. Ballard, who has little experience using this type of equipment, said he couldn't believe how easy it was to use.

"Both of the actors took to the ascender like pros," said Jacobson. "The rest of the crew from the riggers on down were equally enthusiastic about using the PowerQuick. They told us, 'This may be the first time it is used in a TV show, but I guarantee it won't be the last.' We sure hope that is true. With over 10 million viewers this kind of exposure is a jewel for a small company like ours. We are really grateful to the entire NUMB3RS crew for being innovative and for their support of small business."

So the looming question is, did the FBI diffuse the bomb in time to save the city from the bad guys? "I don't know, said Jacobson. "They didn't tell me. I have to watch the show with the rest of the nation to find out. I guarantee I'll be glued to the TV."

For more information on NUMB3RS visit the official web site at <http://www.cbs.com/primetime/numb3rs/>. For more information on the PowerQuick Ascender go to [www.powerquickinc.com](http://www.powerquickinc.com).