

Roof-Scanning Firm Adds New Texas and Oklahoma Offices

By CHRIS KAUFFMAN – STAFF WRITER

MAITLAND (ORLANDO) FL. –INFRARED CONCEPTS CORPORATION is a local company offering a U.S. Patented service that has helped over 70 government entities and numerous commercial clients identify their hidden roof problems.

Infrared Concepts specializes in scanning large-scale rooftops and clearly identifying the scope of moisture infiltration and the source of leaks by hovering over the site in a helicopter and incorporating infrared technology.

In addition to the Orlando Metro-Area, Infrared Concepts has recently added offices in Dallas, TX and Tulsa, OK to meet client demand outside its primary market area.

Infrared Concepts first started executing projects outside of Florida three years ago. The missions were mostly limited to Georgia and occasional projects in Texas says company president Valerie Patterson.

In the last year, she says, the firm has increasingly been awarded more projects in places such as New York, New Jersey, Oklahoma, Kansas, Missouri, Tennessee, Mississippi and Washington D.C. Business has been increasing in Texas, where Infrared Concepts now does work for the Texas Department of Justice and Corrections and the University of Texas.

Since Infrared Concepts' Vice President of Marketing lives outside of Tulsa, Patterson and her partner Stan McDougall, C.O.O. and patent owner, decided it would be a good strategy to have him target business opportunities in the mid west.

"He will oversee the marketing effort in the Midwest, while we continue to support the East," says Patterson.

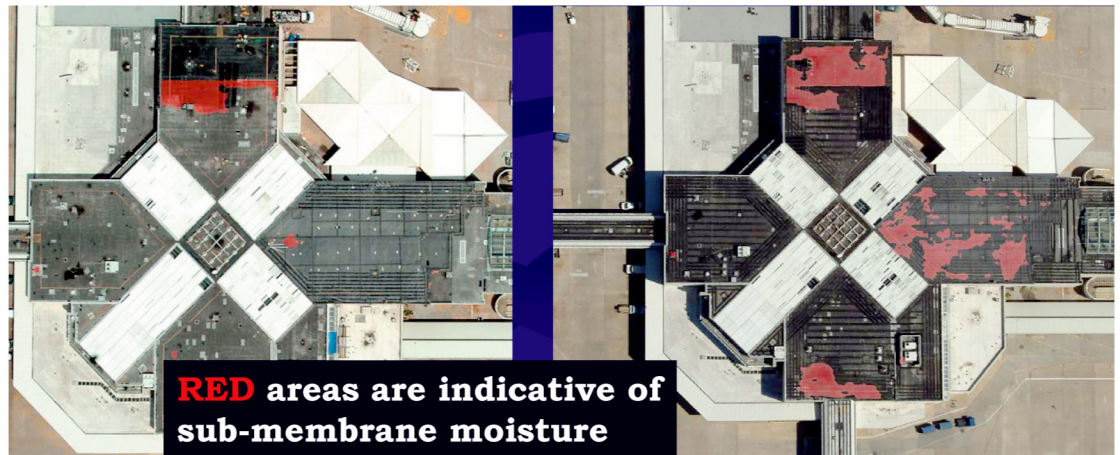
THE NEXT GENERATION OF INFRARED ROOF INSPECTION

Founded in 1999, Infrared Concepts uses a patented process to help define sub-membrane moisture and find the source of roof leaks. Infrared Concepts service involves the use of helicopters, global positioning-satellite (GPS) information and infrared-sensing equipment to detect moisture seeping through flat roofs of large structures. The data collected is then put through a proprietary computer analysis process that delineates areas indicative of moisture literally at the pixel level. "The result," McDougall explains, "is a clear color photograph of a rooftop with areas of sub-membrane moisture colored in red."

Using this method, data for a rooftop covering 1-2 million square feet can be collected in a couple of days by helicopter, compared to five times as long by walking over the roof. Patterson states ICC's new generation of infrared is heads above any other process currently in the marketplace. Infrared Concept's subsequent computer analysis utilizing the patent takes 40-60 hours.

One who is sold on the process is Rod Kelly, who manages all work related to 300-plus county-owned buildings in Hillsborough County Government.

Kelly says he thought Hillsborough was going to pay \$1 million to put a new roof on the Plant City Courthouse. But after Infrared Concepts worked its magic, it was determined the County could get away with performing surgical repairs. "By having the benefits of seeing inside the roof to determine its true condition, we're avoiding one roof replacement at a savings of \$735,000. On our Tampa Courthouse Annex, we were



The Orlando International Airport: Left, the amount of moisture infiltration after Hurricane Charley. Right, After Hurricane Jeanne, the subsequent growth in moisture problems only six weeks later.

able to redirect the \$328,000 budgeted for the north tower section to the South tower section which actually had greater need of attention. This ability to achieve cost-avoidance is a perfect example of wisely allocating funds" Kelly says. "This is just the first insight we've had from the latest Infrared Concept's report." ICC has inspected approximately 100 buildings in Hillsborough County's most recent study; 70 buildings in a previous study.

INSPECTIONS FAR & WIDE

Locally, Infrared Concepts has inspected the downtown Centroplex including the T.D. Waterhouse Arena for the City of Orlando, various University of Central Florida buildings, the Orange County Convention Center, the Orlando International Airport, 60 buildings for Orange County Government including the 33rd Street Jail complex and projects for Orange County Public Schools.

Further afield, clients include public school systems in Washington, D.C., Broward County and Miami-Dade County and seven major airports including Hartsfield-Jackson Atlanta International Airport.

The recent project Patterson is most pleased with is inspecting Donald Trump's Taj Mahal, the largest casino in Atlantic City. Infrared Concept's study enabled the casino to repair rather than replace a section of the roof saving more than \$348,000. "We expect that project to be the springboard to Las Vegas and other casinos nationwide," says Patterson.

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