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## OU INC client company collaborates on enhanced Automated Guided Cart

The Oakland University INCubator client company iTrack has partnered with two Michigan-based firms to create an enhanced version of an Automated Guided Cart (AGC), a machine used for transporting industrial materials. The Auto Cart AGC is a cost-effective, programmable, autonomously-controlled vehicle commonly used to transport materials from designated pick-up and drop-off locations within a facility.

In collaboration with Auto-Craft Tool & Die and IDC Corporation, a major supplier of AGCs to the automotive industry and supplier of AGCs to Johnson Controls Inc., iTrack's patented navigation technology will enable the Auto-Cart AGC to autonomously operate in several environments that its current magnetic tape navigation technology is not suited for. This collaboration will allow Auto-Craft/IDC to offer solutions to their customers that no one else in their industry will be able to offer. The enhanced Auto-Cart AGC will include advanced operational settings such as outdoor, indoor and outdoor/indoor, which will dynamically change outdoor, indoor or outdoor/indoor working environments.



An Automated Guided Cart. Photo provided by Auto-Craft.

Established in 2008, iTrack is at the forefront of the autonomous vehicle field. Through the company's patented Local Positioning and Tracking Systems (LPTS), users are enabled to precisely track and monitor personnel and to autonomously control robotic vehicles performing many types of tasks – some dangerous – where GPS is not always available. iTrack's positioning/tracking technology provides significant cost and performance improvements over existing competitive technologies.

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**OU INC** is a SmartZone and International Business Incubator, in collaboration with the City of Rochester Hills, Michigan Economic Development Corporation (MEDC), and various industry partners. With a focus on the energy, medical device, and information technology sectors, OU INC provides entrepreneurial resources and strategic business solutions for developing business ventures and accelerating ideas to market.

**IDC Corporation** and **Auto-Craft** are premier manufacturers of Automated Guided Carts for various industrial applications, including standard product line carts and custom-designed systems tailored to specific customer needs.