

Q3 Innovations, LLC Announces the New UV HAWK™

The first lightweight, handheld device to monitor intensity of ultraviolet light

(INDEPENDENCE, Iowa-June 2006) - Q3 Innovations, LLC, manufacturer of the **AlcoHAWK®** digital alcohol breathalyzers and **ThermoHAWK™** touchless thermometers, announce its latest personal safety gadget, the **UV HAWK™**. This innovative device measures the intensity of ultraviolet (UV) light to protect skin from potentially damaging sunlight.

Medical evidence suggests that the sun's harmful UV rays damage the skin and eyes. Research also shows that fifty percent of all individuals who reach age 65 will develop at least one form of skin cancer, making skin cancer the most common of all cancers. Knowing how much sunlight your skin is absorbing while working or playing outside is more important than ever.

The **UV HAWK™** comes equipped with adjustable SPF and Skin Tone settings and a sun exposure limit alarm to let you know you if you are being exposed to harmful UV rays. In addition to the settings, this device also comes with a built-in thermometer that adjusts between Fahrenheit and Celsius.

The Skin Tone Setting lets you factor in your approximate skin tone level to get a more accurate estimate of your sunburn exposure limits. With the SPF setting, you can determine your maximum exposure when factoring in the strength of your sun block lotion. Every six seconds, the **UV HAWK™** will alternate between showing the time remaining until maximum sun exposure and the percentage of sun exposure you have reached.

To operate the **UV HAWK™**, simply hold the device so that the sensor is in direct sunlight and press the measure/adjust button until you see the sun icon flashing. When the sun icon disappears, the UV Index will appear.

"Everyone talks about the harmful effects UV Rays can have on skin, but we're all just hoping our sunscreen is giving us the protection we need. Now there's no more need for guessing," says Brian C. Eddy, chief executive officer of Q3 Innovations, LLC. "Our new **UV HAWK™** gives parents with small children or anyone who spends time outdoors the assurance they need to stay protected."

At a weight of only 2 ounces, the **UV HAWK's™** clip on strap makes the small device easy to take with you on walks, trips to the beach and any other outings in which you will be exposed to sunlight.

The battery-operated **UV HAWK™** (MSRP \$39.95) comes with a one year limited warranty, CR2016 battery, clip on strap and user's manual. It is available now through SmartHome Catalog and online at www.smarthome.com. For more information, visit www.q3i.com.

About Q3 Innovations, LLC

Q3 Innovations, LLC, co-founded in 1999, is a privately-held, Independence, Iowa based product design, development and distribution company creating innovative products with an emphasis in the personal safety device market. For more information, visit www.q3i.com.