Press Release **For Immediate Release**

The University of Manitoba and eValorix partner to promote research

Winnipeg, July 23, 2018 – The University of Manitoba and eValorix announce the signing of a master licence agreement that will allow researchers at the university to market their products on the eValorix.com web platform. This agreement aims to promote and make more accessible the products and tools created by researchers at the University.

Through this agreement, the researchers will have access to a platform that simplifies the distribution of their innovations for both promotional and new revenue sources.

eValorix offers a wide range of products created from various research domains. These products are used by research teams, professors, businesses and community organizations from around the world.

For Darren Fast, Director of the Technology Transfer Office at the University of Manitoba, “eValorix gives the University of Manitoba an opportunity to promote and capture value from knowledge created by our researchers such as best practices and other digital products. Until now, we’ve not had an effective distribution channel. This should benefit the creators and society in general as it is important to get the best tools into the hands of those who can use them.”

"We are proud to have the University of Manitoba among our partners. It's our first partner in Western Canada and it's a big step towards becoming a pan-Canadian platform. This new collaboration will enable eValorix to enrich its product offering and will contribute to researchers' outreach," said Jacques Simoneau, President of eValorix.

About the University of Manitoba
Since 1877, the University of Manitoba has been driving discovery and inspiring minds through innovative teaching and research excellence. Proudly located in the heart of Canada, the U of M has a strong and engaged community of students, faculty, staff, alumni, donors and community partners. Our connection to the agricultural and natural landscapes of the Canadian Prairie, to the Arctic, to local and Indigenous communities has shaped our research focus. We have made pioneering contributions in many fields and developed life-changing solutions to problems being faced by peoples in Manitoba, Canada and the world.

About eValorix
Created in June 2012 in Montreal by Univalor, eValorix promotes and distributes case studies, guides, tests, training kits, eBooks, databases, software/apps, videos and other digital and physical tools created from public research. eValorix has over 30 partners with nearly 2,000 products involving over 1,500 researchers from 29 countries.

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