

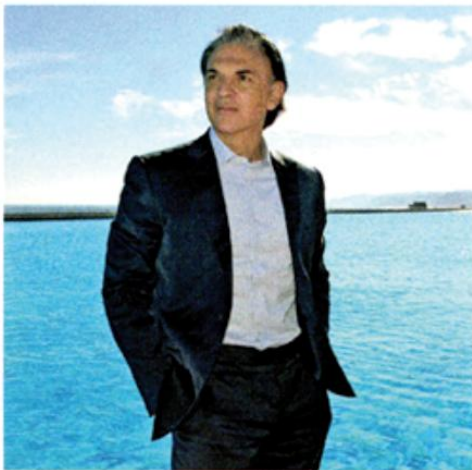
## Bloomberg Businessweek

Take a dip, cool a power  
plant: a rendering of  
Fischmann's vision



# Innovator

## High-Tech Pools



Chilean real estate developer Fernando Fischmann says his advanced water filtration system can make power plants safer and cheaper

pump through a typical large power facility every day. About 40 percent of the electricity generated in the U.S. comes from plants that draw from nearby lakes, rivers, or oceans—and spit heated water back, which disrupts aquatic life near the outflow pipes. That's one reason plants can be so ecologically damaging, even without a Fukushima-scale disaster. The water going into a plant also must be clean to avoid fouling its equipment.

Fischmann's filtration system uses ultrasound to agglomerate waste particles, simplifying their removal. A computerized injector tracks algae and bacteria growth and squirts chemicals whenever it detects buildup. "You have the same quality of water as a swimming pool with 100 times less chemicals," Fischmann says. Some plants have used massive cooling ponds for decades; Fischmann says his system will reduce the size required, which means they'd be