



CONNECT®

The UCSD Program in Technology and Entrepreneurship

The Most Innovative
New Products of
1990 Awards

November 29, 1990

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The Most Innovative New Products of 1990 Awards

The Most Innovative New Products Awards Competition was established in 1988 to focus attention on the tremendous amount of technological innovation taking place within San Diego's high-tech community. Today's awards ceremony recognizes leaders of technological innovation in a variety of categories. All of the finalists and other entrants are to be commended for their efforts to develop products which represent technological breakthroughs.

	Program
11:30 a.m. to 12:00 p.m.	Viewing of finalist exhibits
12:00 p.m. to 1:00 p.m.	Luncheon
1:00 p.m. to 1:30 p.m.	Keynote Speaker: Jim Bixby, Chairman and CEO, Brooktree Corporation
1:30 p.m. to 2:00 p.m.	Announcement of winners and presentation of awards

Finalists

SOFTWARE CATEGORY

HNC, INC.: IDEPT and ExploreNet 3000™

HNC's two products are based on the same core neural network technology and represent a substantial advance in the ease of use of neural computing. IDEPT is a practical application which allows optical character recognition of handwritten, typed and printer generated characters. ExploreNet makes it possible for nontechnical professionals to build neural network applications without programming.

JOSTENS LEARNING CORPORATION: *The Compton's MultiMedia Encyclopedia* and *The Home Learning System*

The Jostens entries make learning easier through technology. The Compton's Multimedia Encyclopedia enables students to search for information by category name or pictures, while The Home Learning System allows teachers to develop effective strategies for home and school instruction.

SYNTHETIC GENETICS: *Protein Visualizer*

The Protein Visualizer makes it possible for nonspecialists, as well as individuals who don't have access to high-end computer graphics systems, to examine the molecular structure of complex proteins. It has been designed for simplicity of operation, resulting in a greatly reduced learning curve.

HIGH-TECH ELECTRONICS AND "X" CATEGORIES

ALBION DEVICES: *T^ocomp*

Albion's product is an electronic measuring system which monitors work piece and environmental temperatures and adjusts for expansion, thus enabling precision manufacturers and maintenance operators to take critical measurements more quickly, economically and accurately. The product reduces scrap rates, delays in production cycles and disputes over dimensions.

BIOMAGNETIC TECHNOLOGIES: *Magnes™ (700 Series Biomagnetomer)*

BTi's Magnes provides a noninvasive means for clinically assessing bioelectrical activity in the brain and heart. This provides clinicians with a method to investigate and diagnose fundamental cellular events which might provide useful in the treatment of epilepsy, stroke, Alzheimer's disease, psychiatric disorders and cardiac arrhythmia.

TODDCO GENERAL ENGINEERING ASSOCIATES: *Robotic Hot Bar Kit*

Toddcó's Robotic Hot Bar Kit uses surface mount technology to place electronic components on top of circuit boards, instead of placing lead holes through the circuit board, which allows complex interconnections between chips and circuit board layers under the component. The product enables electronic equipment manufacturers to incorporate high-density chips on each circuit board to lower cost and increase product capability.

BIOTECHNOLOGY/BIOMEDICAL CATEGORY

INTELLIGENT MEDICAL SYSTEMS: *FirstTemp Genius*

FirstTemp Genius is a tympanic thermometer which is faster, lighter and easier to use than alternative tympanic, oral or rectal thermometers. It provides almost instant access to changes in core body temperature.

MYCOGEN CORPORATION: *MVP™ bioinsecticide*

MVP bioinsecticide represents the first of a new generation of agricultural pesticides that provide effective, biological control of targeted insects without detriment to the environment, the crop, or the growers who use it. MVP is the first bioinsecticide developed using recombinant DNA techniques to be approved for sale under an EPA-controlled Experimental Use Permit.

STRATAGENE: *ImmunoZAP™ /ImmunoZAP™ Technology*

Stratagene's ImmunoZAP Technology makes it possible to mass produce human monoclonal antibodies in bacteria through recombinant DNA techniques using a modified bacteriophage vector. This method reduces the time and cost of developing new antibodies and can facilitate the development of a tremendous number of new products which require human monoclonal antibodies.

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