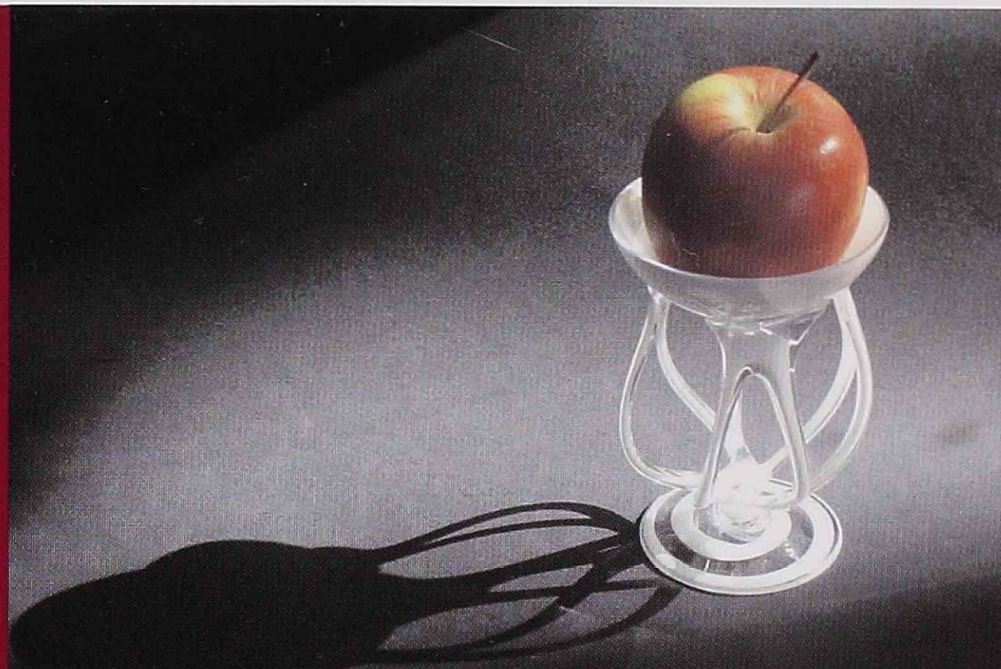




MOST INNOVATIVE NEW PRODUCT AWARDS



**C E L E B R A T I N G**  
the Fruits of Innovation

**18th Annual Most Innovative New Product Awards**  
**December 9, 2005**  
**Estancia La Jolla**

Many thanks to the 2005 MIP Sponsors:

**DLA** PIPER RUDNICK  
GRAYCARY

**Fleishman-Hillard**

**Pfizer Inc.**

**QUALCOMM, Inc.**

**Rudolph and Sletten**

**The San Diego Union-Tribune**



# TABLE OF CONTENTS

---

Agenda .....	1
Governor's Letter .....	2
Introduction .....	3
MIP Team Members .....	4
Master of Ceremonies .....	5
Winner's Seal .....	6
Distinguished Judges .....	7
Selection Committee .....	8
Title Sponsor .....	9
Supporting Sponsors .....	10
Young Innovator Table Sponsors.....	13
MIP History of Winners.....	17
<b>Award Categories</b>	
Software .....	20
Hardware .....	22
Life Sciences — Medical Devices & Diagnostics.....	24
Life Sciences — Therapeutics.....	26
Biotechnology R & D .....	27
Communications Technology.....	29
Security Technology.....	31
General Technology.....	33



# AGENDA

**10:00 a.m. Finalists' Exhibit Hall opens**

**11:15 a.m. Ballroom opens, luncheon seating begins**

**11:30 p.m. Luncheon and Awards Ceremony**

*Presentation of DLA Piper Award for Technology Innovation*

This award recognizes individuals in San Diego who, through business activities and community involvement, have encouraged innovation and diversity of thought, thereby supporting the advancement of San Diego entrepreneurs.

*Most Innovative New Product Awards Presentation*

- Software
- Hardware
- Life Sciences -Medical Devices & Diagnostics
- Life Sciences - Therapeutics
- Biotech R & D
- Communications Technology
- Security Technology
- General Technology

*Presentation of Bill Otterson Award*

The Bill Otterson Award recognizes San Diego-based companies whose product has demonstrated a significant positive impact on society or on our quality of life.

**2:00 p.m. Exhibit Hall closes**



# Governor's Letter



GOVERNOR ARNOLD SCHWARZENEGGER

December 9, 2005

## *CONNECT*

I am pleased to extend greetings to all who have gathered for the 18<sup>th</sup> Annual Most Innovative New Product "MIP" Awards.

The Golden State is a gateway to revolutionary technology and business, and I offer congratulations to today's award winners. The high-tech and life science products you are developing are testament to the extraordinary talent of Californians.

These examples of creativity and ingenuity highlight the spirit of entrepreneurship that continues to make our state a world leader in technological development. I thank UCSD CONNECT for supporting these promising and innovative businesses.

On behalf of all Californians, I wish you a wonderful event and every continued success.

Sincerely,

A handwritten signature in black ink, reading "Arnold Schwarzenegger".

Arnold Schwarzenegger





# INTRODUCTION

Welcome CONNECT Supporters and Friends,

CONNECT is honored to welcome you to the 18th annual Most Innovative New Product "MIP" Awards.

This year's theme, the Fruits of Innovation, recognizes San Diego as a fertile region where various elements, influences, and collaborations transform the landscape through the seeds of entrepreneurship, creativity, and innovation. Today, we continue the cycle of entrepreneurship and innovation. The technology community--you, the people in this room, the entrepreneurs, and innovators--are nurturing what has already been sown. You ensure the continued growth, prosperity, and development of our region and our contributions to global innovation. We gather here today to celebrate the fruits of your innovation.

After 18 years, the Most Innovative New Product Awards continue its original mission of recognizing excellence. From the high quality of the companies who participated in the competition to the business and technology leaders who generously offered their time to serve on the Selection Committee and panel of Distinguished Judges, excellence truly prevailed at this year's competition. Today we're celebrating the best of the best in San Diego high-tech innovation.

On behalf of the entire CONNECT team, I thank you for supporting our efforts to recognize the entrepreneurs and innovators who ensure San Diego's continued success as a center for advancements in the high-technology and life science industries. I hope you enjoy the celebration today, and look forward to your future participation.

*Duane Roth*

Chief Executive Officer, CONNECT



# MIP Team Members

## CONNECT and MIP Team Members

<i>Duane Roth</i>	Chief Executive Officer
<i>Tyler Orion</i>	Chief Operating Officer
<i>Eydie Galper</i>	Director, Membership and Development
<i>Nepi Ilgaz</i>	Director, Affiliate Programs
<i>Kelly Hruska</i>	Chief of Staff
<i>Ruth Kiefer</i>	Manager, Programs
<i>Nancy van Dillen</i>	Manager, Programs
<i>Theresa Cervantes de Torres</i>	Marketing Manager/Creative Director/Special Events Services, UCSD Extension
<i>Angela Cummings</i>	Event Coordinator



# Master of Ceremonies

Estha Trouw

Estha Trouw co-anchors the nightly Fox 6 News at 10 p.m. with Brian Christie. She and Brian introduce the weekly Fox CONNECT segment on Tuesdays. A partnership between CONNECT and Fox 6, Fox CONNECT makes cutting-edge technology more accessible to the San Diego community. Born in Pretoria, South Africa and raised in Cleveland, Ohio, Estha graduated from NYU where she double majored in Broadcast Journalism and TV/Film Production. She began her career as a reporter in Bakersfield, CA. She moved on to other reporting and anchoring duties in Eureka, and San Luis Obispo, CA. Estha was an anchor/reporter for the NVC affiliate in Pittsburgh for 5 years until coming to San Diego in 1999. She is married, has 3 children and is a home schooling mom.



# Winner's Seal

## 2005 Most Innovative New Product (MIP) Awards Winner's Seal



The MIP Award is truly one of the region's most prestigious business honors. It recognizes the vision, hard work, and perseverance that transform ideas and technologies into products. Nominees undergo a rigorous selection process including review by a panel of highly distinguished judges made up of San Diego luminaries, academia, and community organizations.

All MIP winners are the best in their fields and deserve due recognition. In addition to their award trophies, winners are also bestowed the MIP Award Winner's Seal, which can be incorporated into their marketing materials. The seal helps relay the quality of their product and achievement to peers and customers.

Congratulations to all those who will be honored with the coveted MIP Award!





# Distinguished Judges

<i>Howard Birndorf</i>	Chairman and Chief Executive Officer, Nanogen
<i>Barbara Bry</i>	Chief Operating Officer, Blackbird Ventures
<i>June Chocheles</i>	Vice President, Corporate Engineering and Technology Office, SAIC
<i>Bill Decker</i>	Assistant Director - Physical Science Licensing, Technology Transfer and Intellectual Property Services, UCSD
<i>Richard Doutré Jones</i>	Vice President and General Manager, Bay City Television
<i>Sanford Ehrlich</i>	QUALCOMM Executive Director of Entrepreneurship, SDSU Entrepreneurial Management Center
<i>Steven Francis</i>	Executive Chairman of the Board of Directors, AMN Healthcare
<i>Todd Gutschow</i>	Chair, Board of Directors, Classroom of the Future Foundation
<i>David Hayhurst</i>	Dean of Engineering, Professor of Civil and Environmental Engineering College of Engineering, SDSU
<i>George Kenney</i>	Managing Partner, Shepherd Ventures
<i>Robert Kibble</i>	Managing Partner, Mission Ventures
<i>Jeffrey Kirsch</i>	Executive Director, Reuben H. Fleet Science Center
<i>Vicki Marion</i>	President and CEO, Viadux
<i>Ken Olson</i>	
<i>Cub Parker</i>	Retired Investment Banker
<i>Peter Preuss</i>	Regent, University of California
<i>Jay Rains</i>	Partner, DLA Piper Rudnick Gray Cary
<i>Ivor Royston</i>	Managing Member, Forward Ventures
<i>Jay Short</i>	Founder, Diversa Corporation, Owner, Patent Agent Nation
<i>Robert Sullivan</i>	Dean, UCSD Rady School of Management
<i>Marco Thompson</i>	CTO, Wind River Services
<i>David Titus</i>	Managing Partner, Windward Ventures
<i>Stephen Tomlin</i>	Managing Member, Avalon Ventures
<i>Frank Unetic</i>	Commanding Officer, SPAWAR Systems Center, San Diego
<i>Ted Waitt</i>	Chairman, Waitt Family Foundation
<i>Julie Wright</i>	CEO & President, San Diego Regional EDC



# Selection Committee

<i>Jennifer Belezzuoli</i>	KPMG LLP
<i>Ross Birmingham</i>	Heller Ehrman LLP
<i>John Bromhead</i>	Tarari
<i>Bill Carpenter</i>	CommNexus
<i>Kevin Carroll</i>	AeA
<i>Gari Cheever</i>	Wilson Sonsini Goodrich & Rosati
<i>Karen Dow</i>	Townsend & Townsend & Crew LLP
<i>Del Foit</i>	UCSD Extension
<i>Bob Giargiari</i>	Fleishman-Hillard
<i>Dan Hart</i>	Knobbe Martens Olson & Bear LLP
<i>Greg Horowitt</i>	Global CONNECT
<i>Anthony Insogna</i>	Jones Day
<i>Chris Jennewein</i>	The San Diego Union-Tribune
<i>David Kabakoff</i>	Strategy Advisors, LLC
<i>Ken Kalb</i>	Continuous Computing
<i>Stath Karras</i>	Burnham Real Estate
<i>Lou Kelly</i>	Lockheed Martin ORINCON Corporation
<i>Martin Kleckner</i>	San Diego Tech Coast Angels
<i>Mike Krenn</i>	DLA Piper Rudnick Gray Cary
<i>Adam Lenain</i>	Foley & Lardner LLP
<i>Bob Maxwell</i>	Rudolph & Sletten
<i>Ralph Mayer</i>	San Diego Tech Coast Angels
<i>Phil McGurk</i>	Pfizer Inc.
<i>Mark Nash</i>	Barney & Barney
<i>Martin Nichols</i>	Heller Ehrman LLP
<i>Tyler Orion</i>	CONNECT
<i>Christian Palouda</i>	Passage Venture Partners
<i>Joe Panetta</i>	BIOCOM
<i>Denise Ruffner</i>	IBM
<i>Ed Shonsey</i>	Diversa Corporation
<i>Bob Slapin</i>	San Diego Software Industry Council
<i>Camille Sobrian</i>	Procopio, Cory, Hargreaves & Savitch LLP
<i>Randy Socol</i>	DLA Piper Rudnick Gray Cary
<i>Steve Stuu</i>	Broadband Innovations
<i>Christian Waage</i>	DLA Piper Rudnick Gray Cary
<i>Lisa Walters-Hoffert</i>	Roth Capital Partners
<i>Christina Wan</i>	Pfizer Inc.
<i>Julia Wilson</i>	CommNexus
<i>Ian Wisenberg</i>	BIOCOM
<i>Dave Young</i>	DLA Piper Rudnick Gray Cary



# Title Sponsor



DLA Piper Rudnick Gray Cary is an international law firm with more than 3,000 lawyers in 54 offices in 20 countries, including the U.S., the U.K., mainland Europe, and Asia. The firm has more than 1,500 U.S. lawyers located in the key economic, governmental, and technology centers of the country, including Baltimore, Boston, Chicago, New York, Los Angeles, San Diego, San Francisco, Silicon Valley, and Washington, D.C. DLA Piper's clients include public and private companies, ranging from Fortune 50 companies to startup entities developing industry leading technologies. Among the firm's lawyers are some of the most respected individuals from the world of politics and law. We offer clients leading practices in:

**Corporate and Finance** — DLA Piper's Corporate practice has more than 550 attorneys worldwide and 250 lawyers in the U.S. We represent clients in public and private equity and debt securities offerings, mergers and acquisitions, reorganizations, and cross-border deals, as well as acquisition financings, refinancings, ESOP loans, recapitalizations, and restructurings. We also advise clients on governance, IT, tax, compensation, and technology issues.

**Intellectual Property** — With well over 400 IP attorneys around the globe, DLA Piper has one of the largest IP in the world. In the U.S., where the firm has more than 220 IP lawyers, Managing Intellectual Property ranked the firm among the five largest practices in the country. The firm also recently ranked as the top trademark firm in Intellectual Property Today.

**Legislative and Regulatory** — DLA Piper has one of the best known Government Affairs and Regulatory practices in the U.S. Among the group's members are Former Senate Majority Leader George Mitchell, former House Majority Leader Richard K. Armey, former House Minority Leader Richard Gephardt, former Washington Congresswoman Jennifer Dunn, former Michigan Governor and U.S. Ambassador to Canada Jim Blanchard. In addition, this group has an exclusive strategic alliance with The Cohen Group, an international business consulting firm.

**Litigation** — The firm has more than 800 litigators worldwide and more than 550 litigators in the U.S., including 12 members of the American College of Trial Lawyers, two former U.S. Attorneys, numerous former Assistant U.S. Attorneys, two former Deputy State Attorneys General, and a former federal judge.

**Real Estate** — The firm's real estate practice group is regarded as the premier practice in the world. Earlier this year, Legal Media Group proclaimed that DLA Piper has more lawyers who are considered by clients to be experts in real estate law than any other firm worldwide. The group is also top ranked in the Global Counsel Corporate Real Estate Handbook and the International Who's Who of Real Estate Lawyers.

These core practice areas embrace other boundary-crossing disciplines, such as bankruptcy, employee benefits, tax, labor and employment, health care, insurance, franchise and distribution, public finance, and estate planning.



## Supporting Sponsors



Pfizer La Jolla is part of Pfizer Global Research and Development (PGRD) and one of Pfizer's major research sites around the globe. The campus includes seven buildings totaling almost 900,000 square feet with dedicated facilities for pharmaceutical sciences, analytical chemistry, medicinal chemistry, X-ray crystallography, pharmacology, chromatography, drug safety evaluation, and pharmacokinetics, dynamics and metabolism. Its scientists and staff focus on discovering new medicines in virology (HIV/AIDS and hepatitis), diabetes, cancer and diseases of the eye (glaucoma, macular degeneration).



QUALCOMM Incorporated ([www.qualcomm.com](http://www.qualcomm.com)) is a leader in developing and delivering innovative digital wireless communications products and services based on the Company's Code Division Multiple Access (CDMA) digital technology. The Company's business areas include CDMA chipsets and system software; technology licensing; the BREW(r) applications platform; QChat(tm) push-to-talk technology; Eudora(r) e-mail software; and satellite-based systems including wireless fleet management systems, OmniTRACS(r) and OmniExpress(r). QUALCOMM owns patents that are essential to all of the CDMA wireless telecommunications standards that have been adopted or proposed for adoption by standards-setting bodies worldwide. QUALCOMM has licensed its essential CDMA patent portfolio to more than 125 telecommunications equipment manufacturers worldwide.

Headquartered in San Diego, Calif., QUALCOMM is included in the S&P 500 Index and is a 2003 FORTUNE 500(r) company traded on The Nasdaq Stock Market(r) under the ticker symbol QCOM.





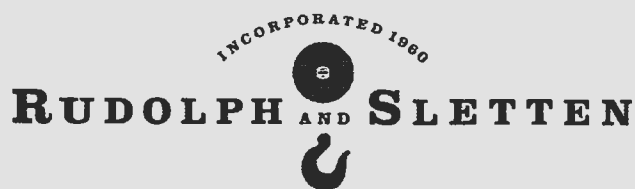
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### **ROTH CAPITAL PARTNERS**

Since 1984 Roth Capital Partners, LLC ("Roth") has been a leader and innovator in the small and micro cap markets. Roth's exclusive focus has been, is, and will continue to be providing the full spectrum of investment banking services, including raising capital, research coverage, creating liquidity, trading and market making, merger and acquisition advisory services, sales support, and investor conferences, to our customers.

Our experience and capabilities in raising capital for public companies are the hallmarks of the Firm. Over the last ten years, we raised over \$7 billion for small and micro cap public companies and completed over 110 merger, acquisition and advisory assignments. In 2004 the firm raised over \$1.6 billion in capital and achieved a #1 ranking for both the number of PIPE transactions and the total dollars placed.



Rudolph and Sletten recognizes the importance of new technology to the San Diego economy and is proud to once again sponsor CONNECT's Most Innovative New Product Awards. The vision, hard work and perseverance of local companies is what enables San Diego to sustain its ranking as one of the top high-tech and biotech regions in the nation. Rudolph and Sletten congratulates the nominees, finalists and winners on their submissions and most importantly, on their dedication to innovation.

Rudolph and Sletten ([www.rsconstruction.com](http://www.rsconstruction.com)) is one of the leading general contracting firms on the West Coast and maintains offices in San Diego, Redwood City, Irvine, and Roseville, California. As a pace setter in the construction industry, Rudolph and Sletten has provided quality-oriented general contracting and construction management services for over four decades. Rudolph and Sletten's expert professionals manage each job comprehensively, from site selection and preconstruction services through project completion.

Rudolph and Sletten's building expertise includes virtually all types of projects with an emphasis on those markets where their technical expertise and quality excel: biotechnology and pharmaceutical research and manufacturing, health care, corporate campuses and office buildings, electronics, and high-tech research. Other areas of expertise include educational institutions, parking structures, housing, public attraction, and retail facilities. Rudolph and Sletten's local clients include Johnson & Johnson, The Salk Institute, Kaiser, Scripps Health, Sweetwater Union High School District, University of California, and University of San Diego.



## CONNECT 2005 Most Innovative New Product Awards

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### The San Diego **Union-Tribune.**

The San Diego Union-Tribune, the county's oldest employer, has a daily circulation of nearly 360,000 and Sunday sales of nearly 460,000. The 135-year-old newspaper serves San Diego County and portions of Imperial, Riverside and Orange counties. In addition, the Union-Tribune publishes Enlace, a Spanish-language news publication serving San Diego's substantial Hispanic population, and operates SignOnSanDiego.com, the leading online source for local news, entertainment and classifieds.

### **FLEISHMAN**<sup>™</sup> INTERNATIONAL COMMUNICATIONS **HILLARD**

Fleishman-Hillard (FH) is an award-winning global communications agency with industry-leading technology and life science practice groups. Fleishman-Hillard's full service San Diego office provides counsel on corporate, financial, and product-related communications strategies for small and large companies in San Diego and throughout California and the nation.

**Technology:** FH provides San Diego companies access to one of the world's largest and most respected technology communications consultancies. Companies turn to FH for support ranging from defining their value propositions and developing corporate and product messages to managing product launches, media and analyst relations, and financial communications.

**Life Sciences:** FH has assembled a specialized team of life science professionals to help biotech and pharmaceutical companies develop and execute solid communications strategies. Our work includes strategic positioning, financial modeling, business plan creation, investor/media outreach, clinical trial recruitment, new product launches, and issues management.

Founded in 1946, FH is one of the world's leading public relations firms and the first global communications firm with a dedicated presence in San Diego. FH has 83 owned offices throughout North America and around the world. The company has built its stellar reputation by providing clients of all sizes with world-class counsel and program execution on a range of corporate-related issues.



# Young Innovator Table Sponsors

## **AMN Healthcare – host of the SDSU Entrepreneurial Management Center (EMC)**

AMN Healthcare has led the way in providing staffing solutions to healthcare facilities across the United States since 1985. Based in San Diego with offices in Denver, Colorado, Ft. Lauderdale, Florida, Savannah, Georgia, and Charlotte, North Carolina, AMN Healthcare is dedicated to providing quality professionals needed to offer the highest standards in patient care. AMN's seven national healthcare staffing companies—American Mobile Healthcare, Medical Express, Nurses Rx, Nurse Choice, Preferred Healthcare Staffing, O'Grady-Peyton International and TheraTech Staffing—enable the company to successfully attract the most experienced, quality healthcare professionals both domestically and internationally.

### About the SDSU Entrepreneurial Management Center (EMC)

The Entrepreneurial Management Center (EMC) within the SDSU College of Business Administration supports a nationally-recognized MBA program in Entrepreneurship by developing graduates who add immediate value to emerging growth companies. Student entrepreneurs enhance their leadership, business planning, financial management, and market assessment skills through involvement in internship and consulting programs. The EMC also hosts Venture Challenge, an international business plan competition and is a partner in CCAT, a Department of Defense consortium targeting the commercialization of technologies to meet defense and homeland security requirements. Companies founded by alumni include: Airsis, Soapbox Mobile, vAudit, H2O Audio, Sullivan International Group, and Pacific Ink.

## **Todd Gutschow - Host of the The Gary and Jerri-Ann Jacobs High Tech High Charter School**

Todd Gutschow is currently Chair of The Classroom of the Future Foundation. The Classroom of the Future Foundation exists to inspire positive, measurable change in San Diego county education. We bring together businesses and educators to draw upon their unique intellectual, financial, human, and technology resources to innovate new learning environments that connect home, school, and community. By combining corporate experience with educational expertise, we use technology to increase engagement in the learning process and ensure San Diego county students achieve more.

### About the Gary and Jerri-Ann Jacobs High Tech High Charter School

High Tech High is a nonprofit organization working with communities across the United States to develop public charter schools based on High Tech High design principles. High Tech High began as a highly successful single charter school in San Diego. Created by a coalition of education practitioners and business leaders, High Tech High provides an educational experience for students that is in sharp contrast to the large impersonal high



## CONNECT 2005 Most Innovative New Product Awards

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school model that is common across the United States. High Tech High is a small school serving an enrollment of approximately 450 students. All students are assigned personal advisors, and all students engage in internships where they have a chance to apply what they are learning in the classroom to adult-world challenges. The school's instructional design features a strong emphasis on project-based learning and on maintaining a common intellectual mission where all students are enabled to complete a rigorous college preparatory high school education.

### **Hale Ventures LLC - Host of The Rady School of Management, UCSD**

Hale Ventures LLC is involved in the start-up and development of biotechnology, biopharmaceutical and specialty pharmaceutical companies.

#### About The Rady School of Management, UCSD

The Rady School at the University of California, San Diego develops innovators into successful business professionals. Our MBA programs are designed to educate the next generation of leadership for innovation-driven organizations, with an emphasis on the science and technology sectors. Our programs capitalize on the strengths of our campus and of regional business in innovation and entrepreneurship. Rady MBAs receive a thorough grounding in the fundamentals of business and management in a global environment -- and build on this with a curriculum focused on the implications of management principles and business realities for organizations driven by innovation.

### **Peter and Peggy Preuss - Hosts of the Preuss School**

#### **Marco Thompson – Host of the Preuss School**

Marco Thompson is a heli-skiing Evangelist, the CTO of Wind River Services, Managing Partner of Express Ventures, and the Vice Chair of CONNECT. "If you are a good skier, and you are looking for your next challenge, consider joining me on a heli-skiing adventure in the wilderness of British Columbia. I organize 2-3 trips every year, and take a great group of business people and venture capitalists along. Imagine untracked powder, as far as you can see. Imagine no lift lines. Imagine four star dining in a lodge miles from any roads or towns. I have spots open in spring of 2006 & all season 2007. If you are a Southern California based technology entrepreneur, (sorry, no life sciences deals) with a big idea that needs early (seed) startup funding, Express Ventures may be able to help. Contact me with an executive summary at marco.thompson@windriver.com"

#### About the Preuss School

The Preuss School UCSD is a public middle/high school, grade 6-12, dedicated to providing a college prep education for low income students who will become the first in their families to graduate from college.





## CONNECT 2005 Most Innovative New Product Awards

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### **Ken Olson - Host of the Monarch School**

#### About the Monarch School

The Monarch School is dedicated to providing homeless and at-risk children with an accredited education while caring for their basic needs such as healthcare, food, clothing and personal hygiene.

### **Roth Capital Partners - Host of The Jacobs School of Engineering**

Since 1984 Roth Capital Partners, LLC ("Roth") has been a leader and innovator in the small and micro cap markets. Roth's exclusive focus has been, is, and will continue to be providing the full spectrum of investment banking services, including raising capital, research coverage, creating liquidity, trading and market making, merger and acquisition advisory services, sales support, and investor conferences, to our customers. Our experience and capabilities in raising capital for public companies are the hallmarks of the Firm. Over the last ten years, we raised over \$7 billion for small and micro cap public companies and completed over 110 merger, acquisition and advisory assignments. In 2004 the firm raised over \$1.6 billion in capital and achieved a #1 ranking for both the number of PIPE transactions and the total dollars placed.

#### About the Jacobs School of Engineering

The UCSD Jacobs School of Engineering is a premier research school set apart by our entrepreneurial culture and integrative engineering approach. We are the youngest and fastest rising among the nation's top 15 engineering schools, and the largest engineering school in the renown University of California system. The Jacobs School's mission is to educate tomorrow's technology leaders and to seek discoveries that fuel economic prosperity of the nation, and enhance the quality of life for people everywhere. Bioengineering; earthquake and renewal engineering; communications, security and networks; materials; and systems and controls are among our strengths.

### **Cox Communications – Host of The University of San Diego (USD) School of Business Administration**

Cox Communications is a full-service telecommunications provider, serving 534,000 customers and employing 2,300 individuals throughout San Diego County. The company provides services including Cox Cable, Cox Digital Cable, On Demand, Cox High Speed Internet, local and long distance telephone through Cox Digital Telephone, commercial voice and data services via Cox Business Services, and Cox High Definition Cable. Cox Communications also owns and operates Channel 4 San Diego, the television home of the Padres and award-winning local programming. To date, the company has deployed more than 70,000 glass miles of fiber optic cable. The nation's third-largest cable television provider, Cox Communications serves approximately 6.5 million customers nationwide. It has been operating in San Diego County since 1961.



### About The University of San Diego (USD) School of Business Administration

The University of San Diego (USD) School of Business Administration is committed to developing socially responsible leaders and improving global business practice through applied research and innovative, personalized education. For over 30 years, the School has been a leader in offering just such an education. As a result, USD School of Business Administration graduates hold professional positions in high technology, new economy corporations, consulting firms, and other entrepreneurial endeavors throughout the Pacific Rim and beyond.

### **California Institute of Telecommunications and Information Technology (Calit2), UCSD Extension, The William J. von Liebig Center for Entrepreneurism and Technology - Hosts of UCSD Venture Forth**

#### California Institute of Telecommunications and Information Technology (Calit2)

Calit2 is one of four California Institutes for Science and Innovation created in late 2000 by California to ensure that the state maintain its leadership in cutting-edge technologies and industries. More than 200 faculty members from UC San Diego and UC Irvine are collaborating on interdisciplinary projects, with funding and other support from more than 100 industry partners. In October 2005, the UCSD Division of Calit2 dedicated its 215,000-square-foot facility, which will eventually house 900 staff, faculty, and student researchers from more than 20 departments. With its focus on discovery and innovation at the intersection of science, engineering and the arts, Calit2 constitutes one of the largest multidisciplinary research centers in the nation. [www.calit2.net](http://www.calit2.net)

#### UCSD Extension

As the professional education and public service division of UC San Diego, Extension is focused on being a major catalyst for the continued economic, intellectual, and cultural growth of the San Diego and Baja California region. Core offerings include professional education and training, regional research, civic and cultural events, and technical assistance for growing companies. These integrated efforts build global partnerships conducive to new business opportunities and improved quality of life for all citizens. Learn more at [extension.ucsd.edu](http://extension.ucsd.edu).

#### The William J. von Liebig Center for Entrepreneurism and Technology

The William J. von Liebig Center for Entrepreneurism and Technology aims to Foster innovation within the Jacobs School, Accelerate the commercialization of Jacobs School knowledge, Facilitate the exchange of ideas between Jacobs School and Industry, Prepare engineering students for the entrepreneurial workplace. The Center works with Technology Transfer and Intellectual Property Services, the CONNECT Program and the Center for the Commercialization of Advanced Technology. And was established through a gift from the William J. von Liebig Foundation.

#### About Venture Forth

Venture Forth is a UCSD student organization that creates a community developing entrepreneurial leaders, in order to be a catalyst for doing great things.



# MIP History of Winners

## 2004

TargeGen, Inc., TG100-115  
LIFE-SAFER, INC., Personal Retriever™  
Tarari, Inc., RAX Content Processor (RAX-CP)  
BidShift, Inc., BidShift v2.1  
Ophthonix, Inc., Z-View Aberrometer & iZon Wavefront-Guided Lenses  
Entropic Communications, c.LINK-270

## 2003

Tarari, Inc., Anti-Virus Content Processor  
Preventsys, Inc., Network Audit and Policy Assurance System  
Zyray Wireless, SPINNERchip  
INNERCOOL therapies, Celsius Control System  
Palomar Technologies, Model 6500 Precision Eutectic Die Border  
Maxim Pharmaceuticals, Ceplene

## 2002

Aeronex, Inc., Micro INFINITY Gas Purification System  
Akonix Systems, Inc., Akonix L7  
Ethertronics, DualNet MPCI Internal Antenna Module  
Gen-Probe Inc., Procleix HIV-1/HCV Assay  
American Technology Corporation, Hypersonic Sound  
Perlan Therapeutics, Inc., ColdSol  
Maxima Corporation, Long Wave Infra-Red Free Space Optics (L WIR FSO)

## 2001

Easy Wireless, PIN Dynamic Provisioning System  
Nurlogic Design, ND 3007 & ND 3008  
MagneVu, Magne Vu Portable MRI  
VelociGen, VelociGenX  
AirFiber, OptiMesh

## 2000

Digirad, 2020tc Imager  
ChemNavigator, iResearch System  
Inetcam, iVista  
I-Witness, DriveCam  
ISE Research, ThunderVolt, Inc. TB30HT  
Ensemble Communications, Fiberless Broadband Wireless Access System

## 1999

RaceGate.com, RaceGate.com  
Ontro, Inc., Ontro Self-Heating Container  
University of California, Riverside, Aerosol Time-of-Flight Mass Spectrometer  
Sandpiper Networks, Footprint  
EyeDx, Inc., EyeDx Digital Vision Screening System  
Prohold Medical Technologies, Inc., Neuracryl M  
HNC Software, eFalcon



## CONNECT 2005 Most Innovative New Product Awards

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### 1998

Select Tee Times, Select Tee Times  
NEXTEC Applications, Inc., NEXTEC Fabric  
Maxwell Technologies, The PowerCache  
ATCOM/INFO, IPORT  
Biosite Diagnostics, Inc., The Triage Cardiac System  
IDEC Pharmaceuticals, Inc., Rituxan  
Orincon Technologies, Inc., The ACATS System  
USA Talks.com, Inc., Internet Telephony Long Distance

### 1997

ROKENBOK Toy Company, ROKENBOK System  
XXsys Technologies, Inc., ROBO-WRAPPER  
XLNT, Inc., The Millennium 4000  
PersonaLogic, Inc., Personalized Decision Guides  
Advanced Tissue Sciences, Dermagraft-TC  
Wright Strategies, Inc., Formlogic  
Peregrine Semiconductor, PE 3282A  
Agouron Pharmaceuticals

### 1996

Gryphon Software Corporation, Gryphon Bricks  
SCS Corporation, Interactive Identification system  
ANDATACO, Enterprise Storage Packaging System  
Mycogen Corporation, NatureGuard Insect Resistant  
Aptex Software, Inc., Convectis

### 1995

Gensia, Inc., The GenESA System  
San Diego Gas & Electric, Endangered Species Program System  
Azron, Electronic Medical Records  
TriTeal Corporation, TriTeal Enterprise Desktop  
Pacific Communications Sciences, Inc., Personal Handyphone System

### 1994

Malek, Inc., Caustic Regeneration Membrane Process  
Strain Monitor Systems, Inc., Smart Material Strain Monitor  
Quantum Magnetics, Quantum Magnetics Contraband Detector  
Science Applications International Corporation, ACUSTAR  
Tudor Publishing, Assessment Management System

### 1993

Laser Diagnostic Technologies, Nerve Fiber Analyzer  
Gamma-Metrics Inc., Toxic Chemical Analyzer  
Qualcomm, Inc., CD-7000  
HNC, Inc., Falcon





## CONNECT 2005 Most Innovative New Product Awards

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### 1992

Biosite Diagnostics, Triage  
VORAD Safety Systems VORAD, Safety Management System  
Applied Digital Access, T3AS  
Simpact Associates, Inc., Remark! For Windows  
General Atomics

### 1991

Stratagene, Big Blue Mouse Mutagenesis Assay  
American Innovision, OmniChrome-9  
Proxima Corporation, Cyclops and Ovation  
HNC, Inc., Database Mining Workstation  
WD-40, WD-40

### 1990

Stratagene, Immunozap  
Biomagnetic Technologies, Magnes  
HNC, Inc., ExploreNet and IDEPT

### 1989

Pyxis Corporation, Medstation System  
Quantum Materials, Aqua Clean Solder Paste  
ComStream Corporation, MicroStar Satellite Data Terminal

### 1988

Mycogen Corporation, M-One BioInsecticide  
Athens Corporation, Piranha Piranha Reprocessor  
Cymer Laser Technologies, Series CX Excimer Laser



## Software Finalists



In 2001, Tim Berners-Lee, creator of the web, and Cerebra Advisors Jim Hendler and Ora Lassila envisioned a 'Semantic Web,' where information is given well-defined meaning, better-enabling computers and people to collaborate. Cerebra's innovations make the Semantic Web reality, by integrating information at the semantic level; dramatically reducing cost, increasing adaptability to change and providing new business capabilities for enterprises.

Cerebra Server:

- Fuses diverse data wherever it resides (databases, web services, documents), consistently with business policies and processes
- Interprets information and the implications of change across different contexts
- Automates the appropriate response in business, not 'IT' time



### **Fair Isaac Corporation for Network Assurance Analytics**

The Fair Isaac Network Assurance Analytics (NAA) software solution proactively monitors, detects, and reacts to network threatening events such as network failure, intrusion, abuse, and network quality issues.

Utilizing a combination of profiles, neural network models, and rules to predict network threatening events, NAA provides a significant tool for network analysts who are monitoring network performance for problems. Rather than addressing network problems as they occur, NAA provides the speed and precision necessary to predict operational network issues before they develop, resulting in more efficient utilization of network resources and improved network availability.



## Hardware Finalists



### **Veoh Networks, Inc. for Veoh**

Veoh is the first Internet Television Peercasting Network, delivering TV-grade video programming directly from producers to consumers. Veoh allows anyone with a PC/Mac and a broadband connection to broadcast a television show, or a channel full of shows, and helps consumers easily find programming they are looking for. Veoh also takes advantage of the collective processing and bandwidth power of the community to route the video programming cost effectively, eliminating the need to run expensive server infrastructures. Both video broadcasting and consuming is provided completely free of cost. Veoh derives revenue from two sources:

### **AwarePoint Corporation for AwarePoint Indoor Positioning System**

AwarePoint's Plug & Play indoor positioning system offers a low-cost solution for indoor location-based services. The system consists of a central server, small battery-powered base stations, and mobile devices. The server and base stations are connected to the network via Ethernet. The mobile devices are connected to the network via Wi-Fi. The system is easy to install and use, and can be used for a variety of applications, including indoor navigation, asset tracking, and security. The system is also scalable and can be used in a wide range of environments, from small businesses to large enterprises.



## Hardware Finalists



### **Akonix Systems, Inc. for Akonix L7 CM5000 Appliance**

The Akonix L7 CM5000 Appliance delivers an all-in-one solution for IM management, compliance and security. The Appliance runs on a hardened operating system and comes pre-loaded with award-winning Akonix L7 Enterprise and Akonix L7 Enforcer software, and is pre-configured for instant deployment. The solution is installed on an internal network and plugs into existing network resources, such as directory services, anti-virus engines and email archiving solutions.



### **AwarePoint Corporation for AwarePoint Indoor Positioning System**

AwarePoint's Plug & Position product is an active RFID system that locates equipment and people inside buildings. The solution consists of wireless receivers, small battery-powered tags and software. The receivers plug into 120V outlets and form a wireless mesh network, bridged at one point to the corporate wired network. The tags transmit a periodic signal heard by multiple receivers which measure signal strength and relay this data to the AwarePoint Positioning Engine software (on a server) to calculate location. Any network computer can be used for a simple Google-like search with results shown on a floor plan.







## **Overland Storage for Overland Storage® REO 9000™ with Protection OS™**

Today's IT managers face a mounting struggle to backup and restore skyrocketing volumes of mission-critical data. The REO SERIES, named the world's best-selling line of disk-based backup and recovery appliances, includes the REO 9000(tm) with Protection OS(tm). The REO 9000 is an easy-to-install, easy-to-use disk-based backup and recovery appliance that slashes backup times, provides virtually instant data recovery and increases backup reliability, all at an industry-leading price point. The REO 9000 also serves as the ideal foundation for disk-to-disk-to-tape backup - a data protection strategy that combines the speed of disk with the portability and longevity of tape.



# Life Sciences — Medical Devices & Diagnostics Finalists

**B I  S I T E**<sup>®</sup>

NEW DIMENSIONS IN DIAGNOSIS<sup>®</sup>

## **Biosite Inc. for Triage<sup>®</sup> Stroke Panel**

The Triage Stroke Panel is the first rapid blood test available in Europe to aid medical professionals in the assessment and diagnosis of stroke. The compact, portable Triage Stroke Panel can be easily used at the point-of-care, as well as in a laboratory. Only a small blood sample is needed to perform the simultaneous measurement of several biomarkers within about 15 minutes. These biomarkers are brain natriuretic peptide (BNP), D-dimer, MMP-9 and S100b. The test is the first commercialized Biosite product to incorporate the Company's proprietary MultiMarker Index(tm) feature, which analyzes information from multiple biomarkers and presents a single composite index result.

**GeneOhm Sciences<sup>™</sup>**  
*transforming patient care*

## **GeneOhm Sciences, Inc. for IDI-MRSA**

GeneOhm Sciences is a molecular diagnostic company with locations in San Diego, CA and Quebec City, Quebec, Canada. Its current commercial product portfolio includes two rapid, amplified nucleic acid-based assays cleared by the FDA, Health Canada and bearing the CE mark: the IDI-Strep B(tm) Assay for rapid detection of Group B Streptococcus and the IDI-MRSA(tm) Assay for rapid detection of methicillin-resistant Staphylococcus aureus directly from clinical specimens. These products are the first molecular-based diagnostic products cleared by the FDA which meet the specifications required to replace standard culture methods. Future products include assays to detect vancomycin-resistance and combined MRSA/methicillin-sensitive Staphylococcus aureus.





### **Yulex Corporation for Yulex™**

Yulex Corporation developed proprietary technology in breeding, farming, harvesting and processing Guayule, a plant indigenous to the U.S. Southwest to extract and create the first safe natural rubber latex on the market, Yulex<sub>2</sub>. Yulex<sub>2</sub> latex is for use in medical and specialty consumer products such as gloves, catheters, and condoms. It is naturally free of the dangerous proteins that cause tropical latex allergy which has become a major health and safety issue for health-care workers and patients. It is also a cost-effective and renewable alternative to synthetic latex products and is superior in performance to both synthetic and imported natural rubber latex.



# Life Sciences — Therapeutics Finalists



## **Amylin Pharmaceuticals for BYETTA**

BYETTA (pronounced bye-A-tuh) was approved this year by the FDA for the treatment of type 2 diabetics who are unsuccessful at managing their disease with common oral medications. BYETTA is the first in a new class of medicines known as incretin mimetics. BYETTA improves blood sugar control by lowering both postmeal and fasting glucose levels leading to better long-term control as measured by hemoglobin A1C. BYETTA does this through several actions, including the stimulation of insulin secretion only when blood sugar is high and by restoring the first-phase insulin response, an activity of the insulin-producing cells in the pancreas that is lost in patients who have type 2 diabetes. Most patients taking BYETTA have also experienced reductions in weight.



## **Amylin Pharmaceuticals for SYMLIN**

SYMLIN® (pramlintide acetate) injection, approved by the FDA in March 2005, is the first non-insulin therapy to be approved for type 1 diabetes in 80 years. SYMLIN, a self-administered injection for diabetics taking insulin treatment, is taken prior to meals to help achieve lower blood glucose, leading to less fluctuation during the day and better long-term glucose control compared to patients taking insulin alone. On average, patients taking SYMLIN use less mealtime insulin and also lose body weight compared to patients taking insulin alone. SYMLIN is a synthetic version of human amylin, a naturally occurring hormone made in the beta cells of the pancreas.





# Biotechnology R&D Finalists



## **Arena Pharmaceuticals for APD356**

APD356 is a novel and selective 5-HT<sub>2C</sub> receptor agonist to treat obesity currently in a Phase 2b clinical trial.

APD356 is orally available and was discovered by Arena.

5-HT<sub>2C</sub> receptors are located in the hypothalamus, an area of the brain that is involved in regulating food intake and metabolism. The results of a 28 day Phase 2a clinical trial evaluating APD356 in 352 patients demonstrated a highly statistically significant weight loss of 2.9 pounds at the 15mg dose. Additionally, APD356 was well-tolerated at all doses investigated.



## **NovaCardia, Inc. for KW-3902**

KW-3902 is in development for the treatment of Congestive Heart Failure (CHF) patients undergoing diuresis.

KW-3902 has just completed a Phase II clinical trial for its I.V. formulation, with positive results. An oral formulation is also in development for patients with chronic CHF.

KW-3902 acts as an adenosine A<sub>1</sub> receptor antagonist. Adenosine A<sub>1</sub> receptors mediate renal fluid balance.

Over stimulation of the adenosine A<sub>1</sub> receptor during standard diuretic therapy in CHF patients may contribute to worsening kidney function, which is a strong predictor for poor outcomes. Thus, adenosine A<sub>1</sub> receptor antagonists are thought to protect against a decline in renal function seen with diuretic therapy while augmenting diuresis and sparing potassium. The true value in KW-3902 is in its renal protective properties.





## **Vital Therapies, Inc. for ELAD**

Vital Therapies, Inc. is developing the first human liver cell-based Extracorporeal Liver Assist Device (ELAD(r)), which augments the metabolic functions of a patient's liver. ELAD(r) is comprised of four hollow fiber cartridges containing 440 grams of cells mounted on a standard blood pumping unit. Immortalized C3A human liver cells are grown on the outside of the hollow fibers; the patient's plasma flows through the inside of the hollow fibers to allow appropriate transfer of toxins and nutrients. During ELAD(r) therapy, the cells provide liver function by metabolizing toxins plus synthesizing proteins and other liver specific products essential for life.



# Communications Technology Finalists



## **AIRSIS, Inc. for Translator Monitor 2000**

The Translator Monitor 2000 is a breakthrough solution that allows 7 x 24 monitoring of radio broadcast equipment in remote facilities via satellite and the Internet. It reports the health status of wide-ranging equipment and sends alerts based on customer-defined parameters. It enables a station to control its entire network of remote facilities from one web interface, accessible from anywhere, anytime. TM 2000 delivers previously unavailable operational and diagnostic data critical to a station at much lower cost while reducing maintenance costs significantly. It is such a path breaking product that its launch customer is petitioning the FCC to establish a new product category.



## **Freescale Semiconductor for Wireless Broadband Signal Processor**

CommASIC, which last week was acquired by Freescale Semiconductor, provides a modem processing multimode technology, so called Wireless Broadband Signal Processor (WBSPTM), which supports amongst several techniques, orthogonal frequency division multiplexing (OFDM)-based solutions, such as WLAN 802.11 a/b/g and WiMax. The first instantiation of WBSP are the LP1070 processors which has been proven in the industry to be the lowest power consuming 802.11abg (WLAN) solution in the market. These solutions enable low-cost wireless broadband capability in a wide variety of mobile and consumer devices that require maximum energy efficiency for long battery life, without sacrificing style, weight or performance. The LP1070 WLAN baseband processors were the first in the industry to be certified by the WiFi Alliance (802.11b/g for CF).





## **Kiyon, Inc. for Kiyon Autonomic Networking (KAN) Software**

Kiyon's "autonomic" mesh networking software significantly increases bandwidth, reliability, quality and scalability of wireless networks. Its high bandwidth multi-hopping capability will extend wireless network range indefinitely at low transmit power, making it ideal for indoor environments. Kiyon's software automatically sets the network up with ad hoc recognition, operates on either a fixed wireless or mobile client basis, and continuously routes over the best available path, including rerouting on fail-over. Kiyon is embeddable in most any wireless consumer or business device and will run any higher-level multimedia application, such as video and VoIP calling; in addition to direct peer-to-peer communications.





## Security Technology Finalists



### **Avaak, Inc. for AV-18, AV-20**

Avaak provides resilient, ad-hoc self-configuring wireless sensor networks optimized for high bandwidth applications including video and acoustic sensing. As part of this sophisticated sensor network, Avaak has developed the AV-18 ultra-miniature, wireless full color imager, a state-of-the-art the wireless digital camera designed to operate as a node on Avaak's low power wireless sensor network. The AV-18 is a self-contained, autonomous, wireless video sensor platform, comprised of a digital video imager camera, radio, controller, antenna and battery. The AV-18 is the smallest integrated wireless camera available in the market! The AV-18 and other sensor nodes communicate with base stations that use the AV-20 radio module. The AV-20 is currently available in CompactFlash form factor and uses a standard Pocket PC to manage the network and display/store/forward images/data received from the sensor nodes.



**Pacific  
Microwave  
Research**

### **Pacific Microwave Research, Inc. for Tactical Video Transmitter Model DT-200**

The DT-200 is a compact digital microwave transmitter that provides high-quality short-range encrypted video, audio, and data communications to first responders and other front-line public safety personnel involved in situation assessment, search and rescue, incident response and crisis management activities. Realtime high-quality video imagery, audio, and data is transmitted from field personnel directly to on-scene command staff to facilitate rapid and effective response planning allowing field personnel to communicate without the need for a pre-positioned communications infrastructure. Additionally, the DT-200 will transmit GPS position information or data outputs from nuclear, biological, and chemical sensors.





### **Pixion LLC for PixonVision PV-200**

PV-200 is a real-time video processor jointly developed by Pixion LLC and DigiVision, Inc. The Quick Pixon processor boosts video resolution by up to 2 times and decreases noise by up to 6 times, while DigiVision's contrast enhancement processor increases local contrast by up to 8 times. The benefits for security and defense are clear. Targets can be seen with a resolution as if they were twice as close and can be detected in 1/6th the amount of light, and low contrast features can be discerned in harsh glare and deep shadows.



### **Sago Systems, Inc. for Sago™ ST-150**

Sago Systems develops, manufactures, and markets passive millimeter-wave imaging systems for security applications. The Sago ST 150(tm) is a stand-off imaging system used for anti-terrorism and force protection missions. Sago is also developing a passive millimeter-wave personnel screening portal system and a hand-held imager.

These systems are designed to have the following features and benefits:

- Broad detection capability of threats not detectable with current technology;
- Non-invasive systems that pose no health risk to people being screened;
- Affordability to enable broad adoption of our systems; and
- Interoperability to enable implementation of our systems with existing security infrastructure



# General Technology Finalists



## **DigiVision, Inc. for Video Enhancement Cable**

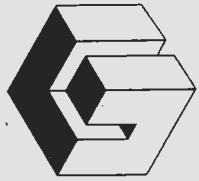
The DigiVision Enhanced Video Cable provides increased detail, clarity, local contrast, depth, and realism to standard and HDTV video. The initial commercialization of the product concept, which contains the DigiVision DV1000 chip incorporating its proprietary V-LACE(TM) real-time large-kernel locally-adaptive contrast enhancement technology, has been in collaboration with Belkin Corporation, who brings their RazorVision(TM) Cable to the consumer audio/video market, where it will cost-effectively allow millions of people to dramatically improve their television viewing pleasure. DigiVision will also distribute its own Cable into other marketplaces and applications such as medical/dental, military/homeland security, and industrial, where it will simultaneously restore detail in glare and shadows as well.



## **EyeTracking, Inc. for Cognitive State Assessment**

Cognitive State Assessment (CSA) technology combines measurements of a person's eye movements with advanced pupil-based metrics to determine an individual's cognitive state at any given moment in time. Real-time output of cognitive state estimation (i.e. drowsy, overloaded, concentrating etc.) is generated in real-time or offline and can be provided to systems to allow real-time operator state monitoring or to facilitate development of new technologies that are able to adapt to the user (adaptive systems). Expected applications include monitoring of airport baggage screeners (Homeland Security), Air Traffic Controllers (Federal Aviation Administration), operators of power plants, and automobile or truck drivers.





**GENVAULT®**

## **GenVault Corporation for GenCode**

As a key component of our integrated, room-temperature archival system for biological samples, GenVault has developed a highly unique, flexible DNA-based sample tracking method called GenCode. GenCode virtually eliminates sample 'mix-ups' caused by mislabeling or mishandling of samples. GenCode is a mixture of five synthetic DNA sets that differ in length and are embedded directly within the sample storage media. Hence GenCode labels the sample itself, and not simply the container, thereby providing permanent identification. Any downstream specimen can be tracked to the original container and to the corresponding annotated sample data. The identity of mislabeled, mishandled or suspect samples can be unequivocally resolved using the unique GenCode identifier. GenCode revolutionizes sample labeling across multiple industries including life science research, diagnostics, agriculture and forensic and law enforcement sample collections.







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