



  
CONNECT®

*The UCSD Program in Technology and Entrepreneurship*

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SAN DIEGO BUSINESS JOURNAL

SPECIAL THANKS TO

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*Awards Ceremony Lunch*  
Hyatt Regency, La Jolla • Thursday, December 5, 1996

Recognizing San Diego's  
Technology Innovators

UCSD, Mail Code 0176  
La Jolla, CA 92093-0176



CONNECT  
The UCSD Program in Technology and Entrepreneurship

CONNECT<sup>®</sup>

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Deadline for Applications:  
**September 20, 1996**

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## GENERAL INFORMATION

Congratulations! You are about to become involved with one of the most successful and rewarding programs recognizing innovation in San Diego today. If your company introduced a new product between September 15, 1995, and September 15, 1996, which was manufactured or developed in the region between Tijuana and Temecula, you are eligible to enter UCSD CONNECT's ninth annual Most Innovative New Products Awards competition.

There are many benefits to participating in the Most Innovative New Products Awards:

- § All nominees are invited to attend a nomination party where the finalists are announced.
- § Finalists will be recognized at the Awards Luncheon on December 5, 1996, where the winners will be announced.
- § All finalists' products are exhibited at the Awards Luncheon, as the San Diego technology community celebrates the tremendous amount of innovation taking place in the region.
- § Finalists receive considerable press coverage in the local media, including a two page announcement in the *San Diego Business Journal*.

Finalists and winners are selected by a panel of judges with expertise in a variety of high-technology fields. **The deadline for entries is September 20, 1996.** If you have questions or need more information, call UCSD CONNECT at 534-6114 or email [candy\\_quaranta@unexpost.ucsd.edu](mailto:candy_quaranta@unexpost.ucsd.edu)



## PREVIOUS RECIPIENTS

The list of previous recipients reads like a Who's Who of San Diego technology companies. Many of the previous winners were recognized through the Most Innovative New Products Awards **before** they became well-known outside of the San Diego region.

American Innovation  
Applied Digital Access  
Athens Corporation  
Azron, Incorporated  
Biomagnetic Technologies, Inc.  
Biosite Diagnostics  
ComStream Corporation  
Cymer Laser Technologies  
Gamma-Metrics, Inc.  
Gensia  
HNC, Inc.  
Laser Diagnostic Technologies, Inc.  
Malek Incorporated  
Mycogen Corporation  
Pacific Communication Sciences, Inc.  
Proxima Corporation  
Pyxis Corporation  
QUALCOMM, Inc.  
Quantum Magnetics  
Quantum Materials  
San Diego Gas & Electric  
Science Applications International Corp.  
Simpact Associates, Inc.  
Strain Monitor Systems  
Stratigene  
TriTeal Corporation  
Tudor Publishing  
VORAD Safety Systems, Inc.



## CATEGORIES

- § **New for 1996! Entertainment & Leisure** - This category is for innovative technology-based products used for entertainment, such as multi-media games, virtual reality games, and sports products made using high technology materials
- § **General Business** - for products that make innovative use of technology in commercial, industrial or consumer applications
- § **High-Tech Electronics** - includes telecommunications, computer hardware, peripherals, and semiconductors
- § **Life Sciences** - includes medical products, instrumentation, and health care services
- § **Software** - includes updates and enhancements if made during the past year

## INSTRUCTIONS

ENTRY DEADLINE: SEPTEMBER 20, 1996.

### All entries must include:

- Fifteen brochures and/or technical overviews of the product
- Fifty-word description of the product for review by the selection committee
- List of people involved in developing the product
- Camera-ready logo for the company or product

Attach additional pages if extra space is needed. Send to UCSD CONNECT, c/o MIP, Mail Code 0176, La Jolla, CA 92093-0176.

## APPLICATION FORM

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Applicant's Name

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
Telephone/Fax/email

\_\_\_\_\_  
President of Company

\_\_\_\_\_  
CEO of Company

\_\_\_\_\_  
Product Name

### Category (please check one)

- Entertainment & Leisure
- General Business
- High-Tech Electronics
- Life Sciences
- Software

### One sentence description of the product

What makes this product innovative? For example, does it help the customer perform a task more easily, quickly, efficiently, or safely? Is it more economical?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does the product represent a substantial advance over what was previously available? If so, why? \_\_\_\_\_

### Existing customers

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date product first sold** (To be eligible, product must have been developed or manufactured in the Tijuana-to-Temecula region and sold between 9/15/95 and 9/15/96.) \_\_\_\_\_

**Estimate of market size** \_\_\_\_\_

**Price range** \_\_\_\_\_

**Number of units sold to date** \_\_\_\_\_

**How did you learn about the 1996 Most Innovative New Products Awards competition?**

- Advertisement (specify) \_\_\_\_\_
- UCSD CONNECT Newsletter
- Personal Contact (specify) \_\_\_\_\_
- Received brochure in the mail