

**MOST 2011  
INNOVATIVE  
NEW 24th annual  
PRODUCT  
AWARDS**

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CATALYZING INNOVATION



MOST  
KNOW  
NEW  
PRODUCT  
AWARDS



# CATALYZING INNOVATION



# INTRODUCTION

CONNECT's Most Innovative New Product Awards is an annual showcase highlighting products developed locally in San Diego and successfully brought to market within the past 18 months. Now in its 24th year, this competition continues to be an indicator of the breadth of innovation being produced in this region. From cutting-edge clean technology to the latest software application, these awards recognize the ingenuity that keeps San Diego at the forefront of technology creation.

*"Recognized as a designated California Innovation Hub in the areas of solar energy, biofuels and mobile health, the San Diego region is a leader for breakthroughs in personalized medicine and genomic research, as well as at the heart of the latest discoveries in clean technology. The products being celebrated by CONNECT today deserve this recognition as their contributions ensure San Diego remains a premier region in the country for innovation."*

Joel Ayala, DIRECTOR, GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-Biz)

*"Catalyzing innovation is more than ideas – it is translating those ideas into commercialized products that not only improve the lives of San Diegans, but ultimately the world. We are here today to honor those products and recognize the leaders in our region who are fueling our innovation economy."*

Duane Roth, CEO, CONNECT

*"The companies being honored here today represent the core strengths of San Diego's economy—creativity and entrepreneurialism. Congratulations to the 2011 Most Innovative New Product Award Finalists for their achievements, and thank you to CONNECT for helping to foster San Diego's uniquely supportive, collaborative business environment."*

Jerry Sanders, MAYOR, SAN DIEGO

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# AGENDA

- 10:00 a.m. **FINALIST SHOWCASE OPENS**
- 11:15 a.m. **BALLROOM OPENS**
- 11:40 a.m. **LUNCHEON COMMENCES**
- 11:50 a.m. **WELCOME**  
Duane Roth, Chief Executive Officer, CONNECT  
Camille Saltman, President, CONNECT
- 11:55 a.m. **AWARDS CEREMONY**  
**Presentation of Distinguished Contribution Awards for Technology and Life Science Innovation**
- Presentation of Most Innovative New Product Awards**  
Action and Sport Technologies  
Aerospace and Security Technologies  
Clean Technology  
Communications and IT  
Hardware and General Technology  
Life Science – Diagnostics and Research Tools  
Life Science – Medical Products  
Software
- Presentation of William W. Otterson Award**
- 1:10 p.m. **AWARDS CEREMONY CONCLUDES**
- 1:30 p.m. **FINALIST SHOWCASE CLOSES**

# MASTER OF CEREMONIES

## **Bill Walton, Executive Chairman, SD Sport Innovators (SDSI)**

Bill Walton played college basketball for the legendary coach John Wooden at the University of California, Los Angeles for three seasons (1972-1974). He was a member of two NCAA championship teams and compiled an 88 consecutive game winning streak, an NCAA record. During his college career, Walton was the recipient of several awards including NCAA Player of the Year in 1972, '73 and '74. In addition to his many athletic accolades, Walton was a scholar-athlete who also earned Academic All-American honors three years in a row, graduating with honors and earning a bachelor's degree in history in 1974.

Walton's professional career began when he was the number one overall pick in the 1974 NBA draft by the Portland Trail Blazers. During his NBA career, he won two championship titles, one with the Blazers and the other with the Boston Celtics. He also played for the San Diego Clippers and the relocated Los Angeles Clippers. Over the course of his NBA career, he was honored with numerous awards, including NBA's MVP and All-Star Team. Eventually, Walton was inducted into the Basketball Hall of Fame in 1993.

Walton started his broadcasting career in 1990 as an analyst for the then Prime Ticket Network. He worked for CBS Sports in the early 90's during the NCAA Final Four and then for NBC for numerous years, including coverage of the 1996 Atlanta and

2000 Sydney Summer Olympic Games. Over the last 15 years, Walton has worked for ABC, ESPN, NBC, CBS, Fox, MSNBC, Turner Sports, KCAL, and the NBA. In 2001, Walton won an Emmy for best live sports television broadcaster.

Walton is currently the Executive Chairman of SD Sport Innovators (SDSI). SDSI is a non-profit, business accelerating, trade organization that connects and drives the growth of Southern California's vibrant sports economy by offering innovative programs and services for start-ups, mature companies and service providers. The organization offers mentoring, education and capital funding opportunities for start-ups; best practice collaboration, access to new technology, and public policy advocacy for mature companies; deal flow to service providers and the Southern California investment community.



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Provide Commerce® launched its marketplace in 1998 to provide a variety of gifts such as cut flowers, customizable gifts, fresh fruit and sweets through its family of brands: ProFlowers® ([www.ProFlowers.com](http://www.ProFlowers.com)), RedEnvelope® ([www.RedEnvelope.com](http://www.RedEnvelope.com)), Personal Creations® ([www.PersonalCreations.com](http://www.PersonalCreations.com)), Shari's Berries™ ([www.Berries.com](http://www.Berries.com)) and Cherry Moon Farms® ([www.CherryMoonFarms.com](http://www.CherryMoonFarms.com)). [www.prvd.com](http://www.prvd.com)



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Barney & Barney LLC is one of the largest and longest-standing privately held insurance brokerages in the United States and was recognized in 2011 as a "Top Performing Agency in the Country" by the Independent Insurance Agents and Brokers of America. Founded in 1909, Barney & Barney has grown into one of the largest brokerages in the nation with offices across California. As a full-service firm, the company specializes in commercial property and casualty insurance, employee benefits, executive risk, retirement and wealth management services, executive personal lines, and surety for California's growing industries. Barney & Barney is the exclusive San Diego partner firm of

Assurex Global, the world's largest privately held insurance brokerage group. As a key member of this network, Barney & Barney's clients gain access to national and global resources no matter where they are in the world. Large or small, Barney & Barney is committed to exceeding their clients' expectations. [www.barneyandbarney.com](http://www.barneyandbarney.com)



Bridgepoint Education is an independent higher education company offering post-secondary education to adults. Both of Bridgepoint's high-quality academic institutions, Ashford University and University of the Rockies, are accredited by The Higher Learning Commission and members of the North Central Association ([www.ncahlc.org](http://www.ncahlc.org)). Bridgepoint's technology team collaborates with every department within Bridgepoint to create solutions to business challenges. Using cross-functional teams, with representatives from multiple departments, Bridgepoint Education ensures that every stakeholder has a voice in developing the company's technology. [www.bridgepointeducation.com](http://www.bridgepointeducation.com)



Cox Business, a division of Cox Communications, delivers advanced voice, high-speed Internet, point-to-point data, metro Ethernet and commercial video solutions to many of San Diego's premier corporations. Cox's nationwide IP backbone provides more than 2,200 fiber route miles in San Diego. This network, combined with local engineering and support teams, provides organizations with the suite of communications solutions, local responsiveness and the technological edge they need to compete and grow. When it comes to communications in San Diego, Cox knows business. [www.coxbusiness.com](http://www.coxbusiness.com)



Over its 25 year history, Enterprise Partners has invested in more than 150 companies, representing over \$1.1 billion and currently has \$700 million in active capital under management. Enterprise focuses on seed, early stage and promising later stage companies across a broad spectrum of technologies and the life sciences. [www.epvc.com](http://www.epvc.com)



Serving San Diego's entrepreneurial companies, Hughes Marino represents corporate tenants to reduce the risk and cost of commercial real estate. By not having landlords as clients, conflicts of interest, so common in commercial real estate transactions,

are eliminated. Services include relocations, lease renewals, expansions, facility purchases, construction management and lease operating expense audits. Past CONNECT MIP Award winners that are Hughes Marino clients include: Avaak, Dexcom, ecoATM, Legend3D, PCN Technology, Verance and Verimatrix. Hughes Marino—Because where you do business matters. [www.hughesmarino.com](http://www.hughesmarino.com)

## Invetech

Invetech is a contract product development and manufacturing company working with clients worldwide to develop new game-changing products in the medical devices, diagnostic, life sciences, cleantech, industrial and consumer markets. For more than 30 years, Invetech has developed products for clients that not only lead the market, but change the market. Their diverse team of over 200 includes industrial designers, software, mechanical, electronic engineers, chemists, physicists, scientists and technicians. Invetech operates globally, out of offices in Australia, Switzerland and right here in San Diego, working with start-ups and large corporations. Invetech helps clients realize their ideas by applying innovative design, engineering and manufacturing capability to get their new products to market faster. Clients trust Invetech to tackle their toughest product development challenges. The company honors their trust by using both proprietary creative thinking and structured process on every innovation, while always ensuring to stay focused on the client's commercial objectives. It is the passion for delivering new, game-changing products that drives everyone at Invetech. [www.invetech.com.au](http://www.invetech.com.au)

## Knobbe Martens

INTELLECTUAL PROPERTY LAW

Knobbe Martens Olson & Bear LLP, currently the third largest IP firm nationwide, is a law firm practicing exclusively in the area of intellectual property law including patents, trademarks, copyrights, trade secrets, rights of publicity, unfair competition and related litigation and licensing. The firm maintains offices in Orange County, San Diego, San Francisco, Silicon Valley, Los Angeles, Riverside, Washington D.C. and Seattle. Services are provided to clients throughout the United States and the world.

At present, the firm is composed of more than 275 lawyers and scientists, nearly all of whom hold undergraduate or graduate degrees in either engineering or the technical sciences. This combination of law and technology makes Knobbe Martens uniquely qualified to represent a diverse array of clients in a broad spectrum of intellectual property matters. [www.kmob.com](http://www.kmob.com)



Manpower

Manpower of San Diego was started in 1977 and is owned by Phil Blair and Mel Katz. The company provides quality employment opportunities, training and workforce solutions. It has become San Diego's fourth largest local for-profit employer, providing approximately 2,500 jobs daily through its six countywide branches. Manpower provides opportunities in administrative, IT, light industrial, engineering, healthcare and welcomes aerospace and defense to its wide range of employment specialties. All Manpower offices are registered and certified to ISO 9002 by the Quality Management Institute (QMI). ISO 9002 is one of five standards associated with the ISO 9000 series, the international standard of quality for all businesses. Manpower is an active leader in the community and provides support through many organizations and projects. [www.manpower.com](http://www.manpower.com)



The merger of Merck and Schering-Plough in 2009 greatly expanded the combined company's product offerings and created a highly innovative pharmaceutical, vaccine and biologics product line. Today's Merck offers therapies for the treatment of cardiovascular disease, high blood pressure, elevated cholesterol levels, diabetes, cancer, benign prostatic hypertrophy, asthma and allergies, arthritis, pain, migraine, glaucoma, osteoporosis, women's health, infectious diseases (antibiotic, antifungal, and antiviral agents) and vaccines to prevent childhood diseases, human papilloma virus, rotavirus, shingles, and hepatitis A, B and C.

Today's Merck is basing its strategy for growth on breakthrough research and development—both internal and external through partnerships. Its newly integrated pipeline is one of the strongest in the industry and its research interests cover a wide range of therapeutic areas and technologies. [www.merck.com](http://www.merck.com)



PricewaterhouseCoopers' professionals collaborate with management of life sciences and technology companies, ranging from start-ups to large global enterprises, to solve business issues and develop long-term strategic objectives. PwC's team of life science and technology industry professionals has the expertise to advise rapidly growing companies on a broad range of financial, tax and information technology issues by integrating the knowledge and skills of more than 155,000 people in 153 countries.

The people of PricewaterhouseCoopers have the scope, depth and expertise to advise companies on the challenges facing their business, the worldwide network to deliver it seamlessly and the experience to deliver results. [www.pwc.com](http://www.pwc.com)



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SDG&E is a regulated public utility that provides safe and reliable energy service to 3.4 million consumers through 1.4 million electric meters and more than 850,000 natural gas meters in San Diego and Southern Orange Counties. The utility's area spans 4,100 square miles, but SDG&E is also more than a utility company. It is leading many of the changes that are driving today's smarter, cleaner and networked world. SDG&E is connecting energy, people and the community by inventing ideas that allow energy to be produced and delivered in a smarter way. [www.sdge.com](http://www.sdge.com)

## SECURITY BUSINESS BANK OF SAN DIEGO

Since its founding in 2002, Security Business Bank has built a reputation for providing its small and mid-sized business customers with financial innovation, access to management and superior client service. The bank has redefined the business banking experience through its "Executive at Every Level" program, which fosters local decision-making, employee empowerment and community specialization. Security Business Bank operates four San Diego County offices including Downtown, Carmel Valley, Carlsbad and Escondido. [www.securitybusinessbank.com](http://www.securitybusinessbank.com)



Websense, Inc., a global leader in unified web, data and email content security, delivers the best security for modern threats at the lowest total cost of ownership to tens of thousands of enterprise, mid-market and small organizations around the world. Distributed through a global network of channel partners and delivered as software, appliances and Security-as-a-Service (SaaS), Websense content security helps organizations take advantage of powerful new communication, collaboration and Web 2.0 business tools while protecting from advanced persistent threats, preventing the loss of confidential information and enforcing Internet use and security policies. Websense is headquartered in San Diego with offices around the world. [www.websense.com](http://www.websense.com)



CONNECT's Entrepreneurs for Young Innovators program was created and launched with an initial development grant from Biogen Idec in 2010. Designed to inspire middle and high school students to pursue careers in life sciences and technology, this program introduces them to local entrepreneurs with exciting technology products. Thanks to additional support from Biogen Idec, along with grants from Qualcomm, San Diego Gas & Electric, the Arthur Brody Foundation and Wells Fargo, the program has expanded to include entrepreneurs in the areas of life science, clean technology and high tech. This year, thanks to the generous support of our sponsors, entrepreneurs will visit more than 4,000 middle and high school students in more than 20 schools across the region.

CONNECT is honored to have students representing several San Diego middle and high schools in attendance today, as well as many academic entrepreneurs from our local universities. CONNECT thanks the members and supporters here today who are hosting young innovators at their tables:

- Bank of America
- Bridgepoint Education
- Chocheles Consulting Group
- Deni and Jeff Jacobs Fund of the Jewish Community Foundation
- Halozyme Therapeutics
- Julia Brown
- Merck Research Laboratories
- Morrison and Foerster LLP
- The Preuss Foundation
- Todd and Mari Gutschow Family Foundation

# YOUNG INNOVATORS PROGRAM

## PARTICIPATING YOUNG INNOVATOR SCHOOLS

### Achievement Rewards for College Scientists (ARCS)

The San Diego Chapter of the ARCS Foundation is one of 17 chapters that are dedicated to helping the best and brightest graduate students by providing scholar awards in the sciences, engineering and medical research. For academic year 2011-2012, ARCS Foundation San Diego Chapter contributed \$405,000 in support of 56 Scholars at UC San Diego, San Diego State University, The Scripps Research Institute, and University of San Diego.

### High Tech High

High Tech High began in 2000 as a single charter high school launched by a coalition of San Diego business leaders and educators. It has evolved into an integrated network of schools spanning grades K-12, housing a comprehensive teacher certification program and a new, innovative Graduate School of Education. High Tech High now operates eleven schools in San Diego County: two elementary schools, four middle schools and five high schools. All of these schools serve a diverse, lottery-selected student population. All embody the High Tech High design principles of personalization, adult world connection, common intellectual mission and teacher as designer.

Students representing the following High Tech High schools are attending today: High Tech High Media Arts and High Tech Middle Media Arts.

### John Paul the Great Catholic University

Located in Scripps Ranch, John Paul the Great Catholic University offers undergraduate degrees in entertainment media and entrepreneurial business as well as an MBA in film producing. All students engage in the business creation process, supported by an on-campus business Launch Pad. The university opened in 2006.

### Mission Bay High School

Mission Bay High School is located on the shores of Mission Bay in the Pacific Beach neighborhood of San Diego. Mission Bay High takes pride in its rigorous curriculum based on the International Baccalaureate (IB) program. The IB Middle Years Programme (MYP) includes all 9th and 10th graders. The IB Diploma Programme (DP) is for 11th and 12th grade students.

### The Poway Unified School District

The Poway Unified School District (PUSD) is located in the cities of San Diego and Poway in the northeastern section of San Diego County. It is the third largest school district in the county with five comprehensive high schools and a continuation high school. The school community believes firmly in college readiness for all, and celebrates the accomplishments of its enthusiastic, curious and talented students. Challenged by thought-provoking high school courses and excellent teachers, students at PUSD work hard to prepare for their future through a curriculum rich in academics, the arts, sports and opportunities for community service. Students representing Mt. Carmel High School and Westview High School are in attendance today.



### The Preuss School, UC San Diego

The Preuss School is a public charter school that is committed to providing a rigorous academic program along with support services that will allow the graduates to apply and be accepted at some of the most competitive universities in the country. Students at The Preuss School, UC San Diego attend a longer day and a longer school year from sixth through 12th grade and have a college acceptance rate of over 90 percent. The school has been named a MetLife Foundation-NASSP Breakthrough School, was recognized as the No. 1 Transformative High School in the Nation by Newsweek, named a 2011 California Distinguished School by the California Department of Education and was named a 2010 National Blue Ribbon School by the U.S. Department of Education. The Preuss School, UC San Diego is one of the finest schools in the nation.

### UC San Diego Entrepreneur Challenge

The UC San Diego Entrepreneur (E) Challenge is a student founded and led non-profit organization whose mission is to foster community involvement and technological innovation by bringing multi-disciplinary teams of engineers, scientists, and business-minded students together with local area entrepreneurs and professionals to shape the world of tomorrow by securing the health of San Diego's economy today. The E. Challenge is the only cross-disciplinary program at UC San Diego where students from all corners of campus can interact under the common interest of entrepreneurship and host UC San Diego's only business plan competition. Over the past four years, the E. Challenge has hosted over 50 professional level events reaching hundreds of students and professionals. The E. Challenge has raised \$450K in sponsorship funds over the last four years and has produced well over a dozen companies with an aggregate valuation of over \$350 million.

DISTINGUISHED  
JUDGES  
AND COMMITTEE  
MEMBERS



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# 2011 MIP FINALISTS



# ACTION AND SPORT TECHNOLOGIES

# HYDROFLEX FOR HYDROFLEX SUPERCHARGER

Hydroflex boards are the only adjustable surfboards delivering revolutionary riding performance proven by enthusiastic world-class team riders (Tom Curren, Chris Ward, Kelohe Andino) and top shapers such as Matt Biolos (Lost Surfboards), Robert Weiner (Shaper of the year 2011), Carl Ekström, Donald Takayama, etc. Hydroflex boards are also the first fully recyclable surfboards due to the design requirements of only two components + air. There is no need for exotic materials, the boards' performance and durability are achieved solely by the unique architecture, also allowing for local production due to highly efficient non-waste production steps.

[www.hydroflex-surfboards.com](http://www.hydroflex-surfboards.com)



# KVA STAINLESS FOR MS2

MS2™ is a high-performance martensitic stainless steel bicycle frame tubing from KVA STAINLESS™ that provides unparalleled strength, durability and excellent ride quality. MS2 patented tubing is manufactured in Escondido, California, and sold worldwide to a growing list of elite custom frame builders, enabling lightweight brazed, lugged and TIG welded designs. MS2 road, cyclo-cross, mountain and BMX bicycles have won best-in-show and other industry accolades. Magazines, blogs and the riding public have all given enthusiastic approval.

[www.kvastainless.com](http://www.kvastainless.com)



# TAYLORMADE GOLF COMPANY, INC. FOR R11 DRIVER

The TaylorMade R11 driver is the next revolution in golf club adjustability. It features TaylorMade's new Adjustable Sole Plate (ASP) Technology, along with the company's proven Flight Control Technology (FCT) and Movable Weight Technology (MWT), allowing the golfer to adjust the face angle, loft and center of gravity location independently. As a result, the user can play up to 48 different settings with a simple turn of a wrench. Additionally, the white crown color and black clubface provides optimum contrast to make the R11 easier to aim. The R11 is golf's first white driver to be played on the PGA Tour and win a Major.

[www.taylormadegolf.com](http://www.taylormadegolf.com)



AEROSPACE  
AND SECURITY  
TECHNOLOGIES



## GEODETICS, INC. FOR GEO-REINAV

Geo-RelNAV is a high-accuracy, real-time relative positioning and orientation system. Geo-RelNAV provides precise relative position and orientation between moving platforms such as UAV. This is critical in applications like UAV collision avoidance and landing systems where the precise relative position and orientation between the UAV and the landing platform is essential for successful autonomous landing. Geo-RelNAV offers a variety of processing, GPS and IMU options and can be configured to cover a broad performance spectrum. Applications benefiting from Geo-RelNAV include: automated landing systems for UAV, UxV collision avoidance, UxV swarming and UxV leader/follower formations.

[www.geodetics.com](http://www.geodetics.com)



## ScenGen "Every Move"

## LANGFORD & CARMICHAEL, INC. FOR SCENGEN

Langford & Carmichael's scenario generator technology, ScenGen, has the proven ability to not only automate the execution of system test scenarios at 20 to 100 times human speed and perform up to 250 years of human test generation every 90 minutes, but to also "think" of all possible scenarios for any given situational model. ScenGen can prove the absence of single points of failure, reduce defects by up to 99.998 percent, increase test coverage by over 100X, improve time to release by an average of 20X and realize cost savings up to 5X. With ScenGen, testing evolves from art to science.

[www.langford-carmichael.com](http://www.langford-carmichael.com)

# MICROPOWER TECHNOLOGIES, INC. FOR MPT2500 RUGGED-I

MicroPower Technologies' Rugged-i™ IP security camera is the only integrated, wireless, solar-powered IP video camera that allows for placement anywhere because it completely eliminates the need for costly trenching and cabling. The flexibility of the Rugged-i serves new applications for a video camera solution in areas that are inaccessible with traditional surveillance cameras. The patented technology reduces power consumption by 90 percent, enabling reasonably sized solar panels on the camera. Additionally, MicroPower resolves unreliability problems of traditional video WiFi, using TrustLinx™ a proprietary master/slave wireless protocol designed specifically for wireless video that provides transmission reliability, even in congested WiFi environments.

[www.micropowerapp.com](http://www.micropowerapp.com)



 CLEAN  
TECHNOLOGY

# GENOMATICA FOR PROCESS FOR HIGH-VOLUME CHEMICALS FROM RENEWABLE FEEDSTOCKS

Genomatica is a technology leader for the global chemical industry. It delivers new, transformative manufacturing processes that enable its partners to produce intermediate and basic chemicals from renewable feedstocks. It is developing a pipeline of manufacturing processes for the production of these chemicals, including its first target chemical, butanediol, or BDO, and its second target chemical, butadiene. A key element of Genomatica's strategy is to partner with industry leaders through a combination of joint venture and licensing arrangements in order to accelerate the broad and rapid commercial utilization of its production processes.

[www.genomatica.com](http://www.genomatica.com)



# NOBLE ENVIRONMENTAL TECHNOLOGIES CORPORATION FOR ECOR

ECOR® is a new, market disruptive, clean, next generation advanced environmental composite panel technology. ECOR panels are highly engineered, design versatile and eco-superior, extremely light weight and simple and innovative in design. ECOR is made with cellulose fibers including waste paper, cardboard, news print, wood waste and agricultural raw materials which make it an Urban, Rural and Forest product. It is specified for furniture, displays, signage, packaging, construction and endless other uses. ECOR is a USDA Certified 100 percent Bio-Based material, includes no petroleum products, has no toxicity, is 100 percent recycled and recyclable and is made from 100 percent local raw materials.

[www.ecorglobal.com](http://www.ecorglobal.com)



# WILDCAT DISCOVERY TECHNOLOGIES FOR 5V CATHODE (CM1) AND ELECTROLYTE (EM1)

Wildcat Discovery's newly developed 5-volt electrolyte and cathode material is a breakthrough in rechargeable battery technology that could result in battery performance improvements of 30 to 70 percent or more in electric cars, portable electronics, military, medical devices and other demanding applications. Wildcat has developed a pair of materials that set new standards for Lithium Ion batteries by providing unprecedented energy density of more than 675 Wh/kg while operating in full cells at 5 volts—levels beyond today's industry standards. Wildcat is actively seeking licensees and partners for further development of EM1 and CM1 and successor materials.

[www.wildcatdiscovery.com](http://www.wildcatdiscovery.com)



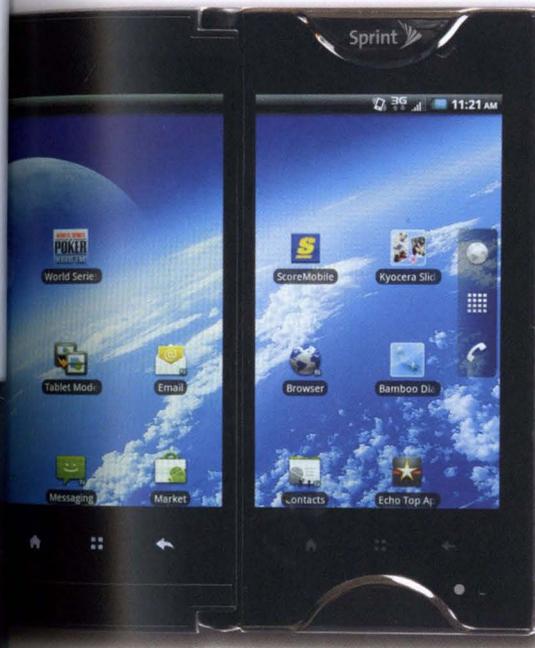
COMMUNICATIONS  
AND IT



## ETHERTRONICS FOR ETHER 1.2.1

Ethertronics' Ether™ 1.2.1 LTE Notebook Band Switching solution uses active antenna system technology to dynamically tune across the required LTE bands while maintaining high performance. Integrated inside the bezel, Ether 1.2.1 enables notebook computers to support the frequencies required for global LTE operation and specification compliance. Ether 1.2.1 combines years of experience with Ethertronics' patented Isolated Magnetic Dipole™ (IMD) technology and several advanced antenna system techniques, including active band switching capabilities. The result is a high-performance system that can meet global carrier specifications in any of the challenging industrial designs that exist for modern LTE notebooks.

[www.ethertronics.com](http://www.ethertronics.com)



## KYOCERA COMMUNICATIONS FOR KYOCERA ECHO

In the mobile industry's most radical design innovation since the clamshell cell phone, Kyocera Echo revolutionizes the mobile experience as the first dual-touchscreen smartphone. Closed, Echo is a pocket-friendly, single-screen device. A super-copper-alloy pivot hinge, so unique it has six patents pending, opens to reveal a second full-sized touchscreen and a world of possibilities. The dual displays can be used to run applications side by side, enabling multitasking as never before on a cell phone, or can combine to form a single, oversized display that bridges the gap between cell phones and tablets. Echo—Expanding the wireless experience.

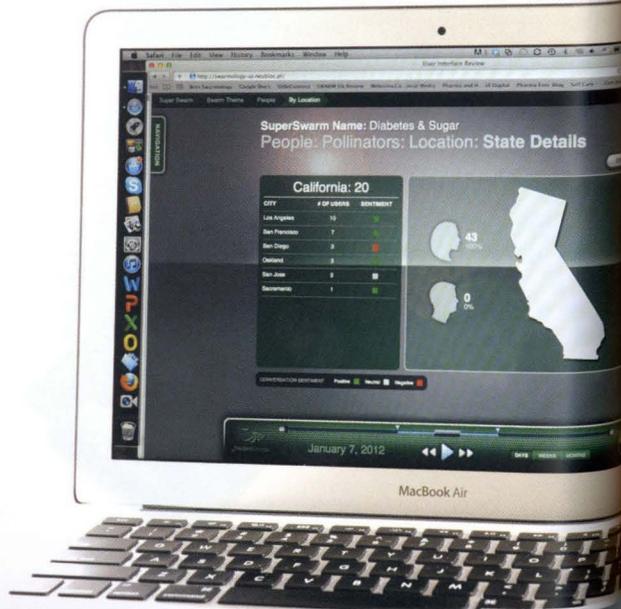
[www.kyocera-wireless.com](http://www.kyocera-wireless.com)



# SWARMOLOGY, INC. FOR SWARMOLOGY

Swarmology is the category leader in the life science industry for big data analytics, intelligence and engagement for social media healthcare dialogue. Vast amounts of social media generated health-related content pass through a powerful big data analytics architecture. By applying leading edge cloud-based analytics to revolutionize actionable intelligence from the immense big data of social media health dialogue, the system predicts the course of dialogue, empowering the enterprise to influence and engage vast numbers of consumers at the right inflection points to launch viral campaigns.

[www.swarmology.com](http://www.swarmology.com)



 **HARDWARE  
AND GENERAL  
TECHNOLOGY**



# ACULON, INC. FOR ACULON AL-X AND ACULON H1-X PRODUCT SERIES

Aculon's award winning nano-scale repellency treatments chemically bond with many surfaces to create easy-to-clean, water and oil resistant, anti-smudge coatings. Aculon's nano-scale treatments are easy to apply by consumers or in industrial processes and replace more capital intensive vacuum deposition processes. They can be applied by dipping, spraying, wiping or printing. They are used globally in the following industries: optical (sunglasses and prescription eyewear), display (mobile phones) and electronics (printing nozzles, stencils, etc.). Aculon H1-X is a product series that can be applied to metals, semiconductors, polymers and ceramics. Aculon AL-X product series was designed for metals requiring higher durability.

[www.aculon.com](http://www.aculon.com)



# LIFEPROOF FOR LIFEPROOF FOR IPHONE 4

Texting in the shower, videos in the pool, talking on the ski slope—LifeProof™ makes it all possible. LifeProof is the first waterproof, shockproof, dustproof and snowproof case for the Apple iPhone 4 that provides full access to all device functions in a sleek and slim design. LifeProof adds only a small 1/16 of an inch to the width of the phone, yet meets military specifications for shock protection and is fully sealed from water and dirt. LifeProof goes beyond simple drop and scratch protection to provide an environmentally protective case that is designed for everyday use.

[www.lifeproof.com](http://www.lifeproof.com)



# MEMJET FOR MEMJET TECHNOLOGIES

Memjet-powered printers offer users unmatched speed and technological innovation, featuring twice the speed and half the ownership cost of traditional printers. With Memjet's revolutionary page-width printhead containing 70,400 nozzles, Memjet printers are capable of printing one page per second, firing up to 774 million drops of ink per second, printing at 1600 x 1600 dpi resolution. This process is managed by Memjet's print engine controller chip, which features more than 100 million transistors to facilitate communication between printer sub-components, the maintenance station and ink delivery system. Memjet holds 3,000 patents, with another 2,000 pending.

[www.memjet.com](http://www.memjet.com)

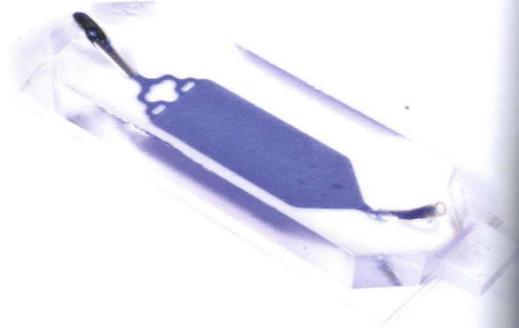


LIFE SCIENCE -  
DIAGNOSTICS  
AND RESEARCH  
TOOLS

## BIOCEPT FOR ONCOCEE-BR

OncoCEE-BR™ is a test for breast cancer patients that enables, for the first time, analysis of a patient's tumor without a surgical biopsy. It utilizes a blood sample, and is hence a 'liquid biopsy', focused on circulating tumor cells (CTCs) shed by the breast tumor. The technology permits the capture, enumeration and analysis of CTCs, which may be present in only one of every 50–100 billion blood cells, providing information for physicians on disease prognosis and preferred therapeutic strategies based on the tumor's properties. The innovation is a combination of proprietary microfluidics, biology and chemistry that offers superior performance.

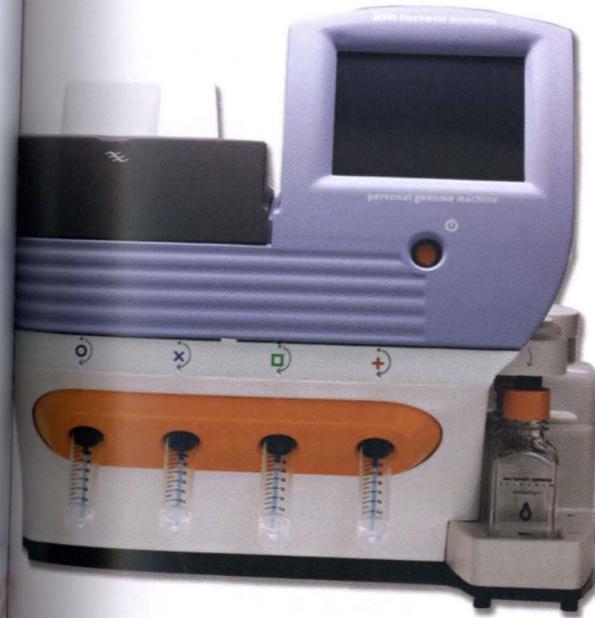
[www.biocept.com](http://www.biocept.com)



## LIFE TECHNOLOGIES FOR ION PERSONAL GENOME MACHINE (PGM)

The Ion PGM™ sequencer is a bench-top system utilizing groundbreaking and disruptive semiconductor technology that enables rapid and scalable sequencing experiments. The system utilizes a massively parallel array of proprietary semiconductor sensors to perform direct, real-time measurement of the hydrogen ions produced during DNA replication. A high-density array of wells on the Ion semiconductor chips provides millions of individual reactors, and integrated fluidics allow reagents to flow over the sensor array. This unique combination of fluidics, micromachining and semiconductor technology enables the direct translation of genetic information (DNA) to digital information (DNA sequence), rapidly generating large quantities of high-quality data.

[www.lifetechnologies.com](http://www.lifetechnologies.com)



# TARGESON, INC. FOR VISISTAR VEGFR2

Visistar® VEGFR2 is an ultrasound molecular imaging agent targeted to VEGFR2, a key molecular marker involved in tumor angiogenesis and indicative of tumor blood vessel growth. This endothelial marker is known to be present in breast, ovarian, colorectal, prostate, bladder and renal cancers. Targeson's innovation is based on its ultrasound microsphere core technology. Targeson scientists have developed a covalent, biocompatible coupling chemistry, and engineered the microspheres to target and attach to molecular markers of disease in the presence of blood flow, allowing imaging by ultrasound. Visistar VEGFR2 is the first-to-market agent to enable ultrasound molecular imaging of cancer.

[www.targeson.com](http://www.targeson.com)



LIFE SCIENCE -  
MEDICAL  
PRODUCTS

## HYPNOZ THERAPEUTIC DEVICES, INC. FOR JED JAW ELEVATION DEVICE

The Jaw Elevation Device (JED™) is an externally applied, non-invasive device comprised of a three way adjustable apparatus that mechanically creates jaw-thrust. Once positioned, the JED maintains jaw-thrust and allows the anesthesia provider a hands-free solution to keep the airway open. Convenient and easy to apply, the JED lifts the patient's head to flex the neck and then elevates the mandible while rotating the head backwards, creating the classic sniffing position. Once the JED has been locked into place, the airway is held open, permitting the provider to maintain an airway without the need to manually hold the jaw open.

[www.hypnozdevices.com](http://www.hypnozdevices.com)



## IOS TECHNOLOGIES FOR IOS FASTSCAN

IOS Technologies' FastScan® digital impression system is the world's first laser line scanner for the capture of intra-oral dental impressions. Combining a patented optical system and precision mechanical stage in a compact hand-piece, the IOS FastScan system allows the dentist to scan a 40mm section of teeth in just one second. The 3D model of the scanned dentition is immediately displayed to the dentist in extremely high-resolution detail. Motion between the scanner hand-piece and the teeth that may occur during the intra-oral scan is automatically measured and compensated for in the rendered 3D dental model using the company's patented sensor-fusion technology.

[www.ios3d.com](http://www.ios3d.com)

# OPTIMER PHARMACEUTICALS FOR DIFICID

DIFICID™ (fidaxomicin) is the first treatment approved by the FDA in 25 years to treat Clostridium difficile-associated diarrhea (CDAD), caused by C. difficile infection that has surpassed MRSA as the most common hospital-acquired infection. DIFICID, which was developed at Optimer in San Diego, delivers superior sustained clinical response through 25 days of treatment versus oral vancomycin. CDAD is noted for the significant number of patients who experience disease recurrence, or the reappearance of CDAD symptoms following initial antibiotic treatment. Therefore, new therapies providing a sustained clinical response are needed.

[www.optimerpharma.com](http://www.optimerpharma.com)

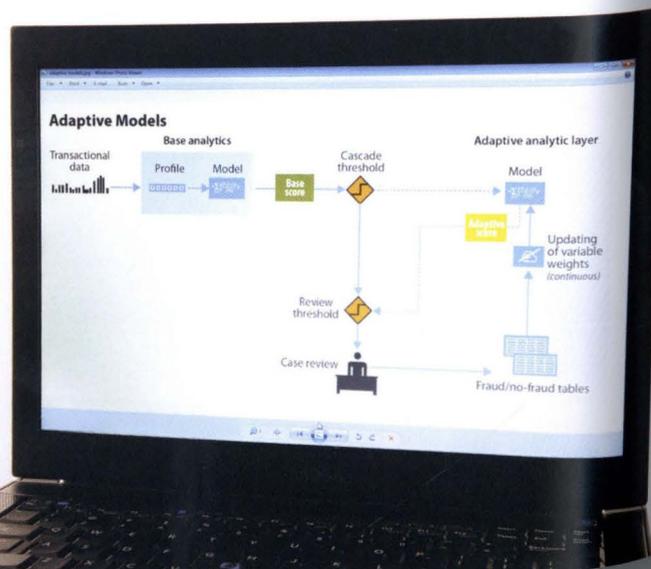


# SOFTWARE

# FICO FOR FALCON FRAUD MANAGER 6 ANALYTICS

FICO™ Falcon® Fraud Manager 6 is an advanced payment fraud detection engine and the latest version of the FICO Falcon platform, which protects more than 2 billion cards worldwide. It includes three important analytical innovations; Adaptive Analytics allows a model in production to adjust its scores in real-time based on analyst fraud case dispositions. Self-Calibrating Analytics determines outlier fraud features in dynamic environments by real-time approximations of variable distributions. Global Intelligent Profiles enable profiling of various entities in the fraud decision such as ATMs, countries, compromise clusters, etc. These innovations combine to result in upwards of 30 percent improved fraud detection.

[www.fico.com](http://www.fico.com)



# MOGL FOR MOGL



MOGL is the first web-based customer loyalty program that leverages psychology, technology and game mechanics to transform the way that restaurants attain long-term success. The innovative, three-pronged approach of MOGL's platform was designed after a close study of human behavior and psychology and drives consumer loyalty through three types of rewards: 10 percent cash back every time a customer eats out at a participating restaurant, the ability to compete and win a monthly jackpot of up to \$1,000 and the opportunity to donate a meal to someone in need every time they spend \$20. MOGL's seamless and secure technology platform tracks credit card transactions and activity, so that consumers simply pay their bill and earn rewards effortlessly.

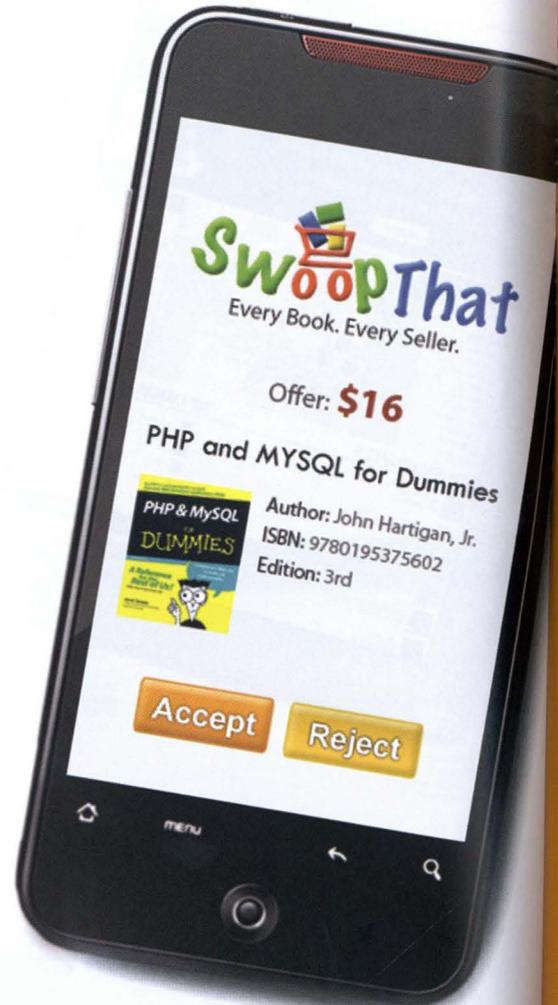
[www.mogl.com](http://www.mogl.com)



# SWOOPTHAT, LLC FOR SWOOPTHAT

SwoopThat helps students and their families save up to 75 percent on textbooks in roughly 10 minutes through its proprietary course search technology. Traditionally, students have to determine which textbooks they need on a course-by-course basis, and then they must price hunt each book individually online—the entire process can take several hours. SwoopThat integrates price comparison directly with student course schedules. Students select their classes, and SwoopThat automatically finds every book they need, as well as the least expensive places to buy those books online. SwoopThat currently supports more than 2,300 schools within its course-search technology, making it the leading aggregator of course data in the country.

[www.swoopthat.com](http://www.swoopthat.com)



# SPECIAL AWARDS

## DISTINGUISHED CONTRIBUTION AWARDS FOR TECHNOLOGY AND LIFE SCIENCE INNOVATION

The Distinguished Contribution Awards for Technology and Life Science Innovation recognize local individuals who, through business contributions and community involvement, have encouraged innovation and diversity of thought, thereby supporting the advancement of San Diego entrepreneurs.

The 2011 Distinguished Contribution Award recipients will be announced for the first time during today's program.

### Past Recipients:

#### Distinguished Contribution Award for Life Science Innovation:

- 2010: Julia Brown
- 2009: Catherine Mackey
- 2008: Joe Panetta
- 2007: Ted Roth
- 2006: David Hale

#### Distinguished Contribution Award for Technology Innovation:

- 2010: Bill Strauss
- 2009: Todd Gutschow
- 2008: Barbara Bry and Neil Senturia
- 2007: Mary Walshok
- 2006: Peter Preuss
- \*Prior to 2006 the award was known as The Gray Cary Award for Technology Innovation*
- 2005: Bill Carpenter
- 2004: Jim Berglund
- 2003: Marco Thompson
- 2002: Tyler Orion
- Prior Years:**  
Bill Otterson  
Ken Olson  
Charlie Gaylord

## WILLIAM W. OTTERSON AWARD

In memory of CONNECT's first executive director, Bill Otterson, this award is one of the highest honors given to technologies and products developed in San Diego that have demonstrated a significant impact on society worldwide.

Today we are proud to present the 2011 William W. Otterson Award to Gen-Probe's PROCLEIX® Blood Screening Assay, the nucleic acid test that has significantly increased the safety of the world's supply of donated blood by directly detecting the genetic material of viruses.

Approved in 2002, Gen-Probe's PROCLEIX® Blood Screening HIV-1/HCV Assay was the first FDA-approved nucleic acid test for screening donated human blood. Since its release, Gen-Probe has added to the capabilities of PROCLEIX® to include not only HIV and Hepatitis C, but also Hepatitis B. Gen-Probe also has developed a separate test for West Nile Virus. These assays have significantly increased the safety of the world's supply of donated blood, reducing the risk of contracting these deadly viruses from a blood transfusion in the United States to approximately one in two million.

### Past William W. Otterson Award Recipients:

- 2010: Intuit for TurboTax, the nation's number one rated, best-selling tax software
- 2009: General Atomics Aeronautical Systems, Inc. for the Predator, the most successful unmanned aircraft surveillance program
- 2008: Pyxis for MedStation, a leading automated medication dispensing system supporting decentralized medication management
- 2007: Cymer for DUV Lithography Lightsource, technology used in the production of virtually all advanced semiconductor chips
- 2006: Hybritech for Tandem PSA Assay, a test used for the early diagnosis of prostate cancer
- 2005: HNC Software, Inc. for Falcon, developed for the bank card industry to detect a wide range of credit card fraud in real-time
- 2004: Agouron Pharmaceuticals for Viracept, medication for the treatment of the HIV virus
- 2002: IDEC Pharmaceuticals for Rituxan, medication to treat certain types of non-Hodgkin's lymphoma and the symptoms of rheumatoid arthritis
- 2001: Qualcomm for Code Digital Multiple Access (CDMA), digital cellular technology that consistently provides better capacity for voice and data communications

# VIDEO PRESENTATION RECOGNITION

## SAN DIEGO INNOVATIONS FEATURED IN VIDEO PRESENTATION

American Wave Machines for SurfStream  
CareFusion for Pyxis MedStation  
Cleatskins for Trackskins/Bikeskins/Cleatskins Metal  
De Soto Sport for Solana Run Short  
Electra Bikes for Hula  
ElliptiGO for ElliptiGO 8S  
General Atomics Aeronautical Systems for Predator UAS  
GUNNAR Digital Performance Eyewear for Halogen—Gradient Grey  
Impact Sport Technologies for ePulse2  
KLINT for KRYPTO  
Liquid Force for Watson Hybrid  
M Ship Co. for M80 Stiletto  
Neptunic Sharksuits for Neptunic C Suit  
Nixon, Inc. for The Murf  
Omatic Snowboards for Awesome  
Qualcomm for CDMA Technologies  
Rusty Surfboards for Piranha  
Sanuk for Vagabond Stitch  
Silicon Kinetics for SKi Pro  
Sk8ology for Carabiner Sk8 Tool  
SKLZ for Speed Chute Chrome  
Spy Optics for Platoon  
TaylorMade for Ghost Spider Putter  
Trex Enterprises Corporation for FOD Finder  
Volcano Corporation for Eagle Eye Platinum Catheter  
Zogenix, Inc. for SUMAVEL DosePro  
Zoot Sports for The Ultra Kalani



## THANK YOU VIDEO LOCATIONS



## MIP VIDEO PRODUCTION



**PASSAGE  
PRODUCTIONS**  
www.passageproductions.com

### Passage Productions Celebrates Eight Years of Co-Producing CONNECT's Most Innovative New Product Awards

San Diego's corporate leader in digital video and motion graphics production, Passage Productions offers state of the art solutions for television broadcast, corporate marketing campaigns, web media, documentaries, live event videos, nonprofit programs and trade-show media.

Passage has also collaborated with the region's business leaders to produce innovative Powerpoint and Apple Keynote programs, along with proprietary techniques in High Definition 3D video production.

For more information: [www.passageproductions.com](http://www.passageproductions.com)



# HISTORY OF WINNERS

# HISTORY OF WINNERS

## 2010

AgigA Tech, Inc. for AGIGARAM  
ElliptiGO for ElliptiGO 8S  
Legend3D for 2D-to-3D conversion technology  
Multispark, LLC for PowerSTAR Performance Spark Plug  
NeuroVigil, Inc. for iBrain  
PCN Technology, Inc. for IP-485 Networking Platform  
Trex Aviation Systems for FOD Finder  
Zogenix, Inc. for Sumavel DosePro

## 2009

Cymer, Inc. for XLR 600ix  
ecoATM for ecoATM  
Intevac for Night Port  
Naviscan for Stereo Navigator  
Neptunic Technologies for Neptech Protective Material  
Nextivity for Cel-Fi  
SynergEyes, Inc. for ClearKone  
Verance Corporation for Cinavia

## 2008

Ablation Frontiers for Catheter Ablation System  
Avaak for Vue Personal Video Network  
Firewire Surfboards for Direct Drive  
General Atomics Aeronautical Systems for Sky Warrior Block Zero  
Unmanned Aircraft System  
Mushroom Networks for PortaBella  
Photometria for Taaz.com  
Reaction Design for Energico  
Semtek Corporation for Cipher Module  
Silicon Kinetics for SKI Pro

## 2007

Advanced Transit Dynamics, Inc. for TrailerTail  
AIRSIS, Inc. for PortVision  
Artes Medical for ArteFill  
Luxtera for CMOS Photonics 10Gbps Transceiver  
RegeneMed, Inc. for RegeneTOX  
Seacoast Science, Inc. for SC-210  
Senomyx, Inc. for Senomyx Savory Flavor Ingredients

## 2006

Airgain, Inc. for Airgain MaxBeam75 Smart Antenna  
Biomatrix, Inc. for SampleMatrix, SampleGard, SampleWare  
Dexcom, Inc. for STS Continuous Glucose Monitoring System  
M Ship Co. for M80 Stiletto  
NovaCardia for KW-3902  
Pfizer for SUTENT  
Softmax for 1Voice Noise Cancellation  
Verimatrix, Inc. for VideoMark

## 2005

Amylin Pharmaceuticals for SYMLIN  
Arena Pharmaceuticals for APD356  
AwarePoint Corporation for AwarePoint Indoor Positioning System  
DigiVision, Inc. for Video Enhancement Cable  
Freescale for Wireless Broadband Signal Processor  
Pixon LLC for PixonVision PV-200  
Veoh Networks, Inc. for Veoh  
Yulex Corporation for Yulex

## 2004

BidShift, Inc. for BidShift v2.1  
Entropic Communications for c.LINK-270  
Life-Safer, Inc. for Personal Retriever  
Ophthonix, Inc. for Z-View Aberrometer and iZon Wavefront-Guided Lenses  
Tarari, Inc. for RAX Content Processor (RAX-CP)  
TargeGen, Inc. for TG100-115

## 2003

INNERCOOL Therapies for Celsius Control System  
Maxim Pharmaceuticals for Ceplene  
Palomar Technologies for Model 6500 Precision Eutectic Die Border  
Tarari, Inc. for Anti-Virus Content Processor  
Zyray Wireless for SPINNERchip

## 2002

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

## 2001

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

## 2000

Digirad for 2020tc Imager  
ChemNavigator for iResearch System  
Ensemble Communications for Fiberless Broadband Wireless

Access System  
Inetcam for iVista  
ISE Research-ThunderVolt for TB30HT  
I-Witness for DriveCam

## 1999

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

## 1998

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

## 1997

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

### 1996

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

### 1995

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

### 1994

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

### 1993

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

### 1992

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

### 1991

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

### 1990

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

### 1989

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

### 1988

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



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