



CONNECT

UCSD DIVISION OF EXTENDED STUDIES & PUBLIC PROGRAMS  
UNIVERSITY OF CALIFORNIA, SAN DIEGO

SPONSORED BY

Gray Cary Ware ▲ Freidenrich LLP

R E C O G N I Z I N G   S A N   D I E G O ' S



T E C H N O L O G Y   I N N O V A T I O N S

1998 MOST INNOVATIVE  
NEW PRODUCTS AWARDS

AWARDS CEREMONY AND LUNCHEON - HYATT REGENCY, LA JOLLA - WEDNESDAY, DECEMBER 16, 1998  
THE ELEVENTH ANNUAL MOST INNOVATIVE NEW PRODUCTS AWARDS ARE ALSO SPONSORED BY:  
IMPERIAL BANK, J&H MARSH & McLENNAN, PRICEWATERHOUSE COOPERS LLP,  
SAN DIEGO BUSINESS JOURNAL AND STORZA ZIEGAUS & METZGER, INC.





## SPONSORS

### GRAY CARY WARE & FREIDENRICH

Gray Cary Ware & Freidenrich is one of the leading technology law firms in San Diego and Silicon Valley. Our Golden Triangle office places us in the geographical heart of the technology, venture capital, biotechnology, and emerging growth industries. Our clients include public and private companies at all stages of growth, from start-up to Fortune 500.

With twenty-nine years of experience in Silicon Valley and over 70 years of leadership in San Diego, our firm provides corporate, securities, litigation, commercial, intellectual property, patent, employment, real estate, land use, environmental, tax, trusts, and estate planning services to clients representing a broad spectrum of California's industries. Our Corporate and Securities Group provides a depth of experience, strategic advice, and value to high-growth entrepreneurial and technology companies, as well as to venture capital, investment banking, and financial institutions. From January 1997 to August 1998, we represented clients and underwriters in numerous public offerings and in 100 mergers and acquisitions, reinforcing our ability to work effectively and efficiently with clients in high-profile transactions. Please visit our home page at 'gcwf.com'.

### IMPERIAL BANK

Imperial Bank is a \$5.7 billion Southern California based business bank which has been in San Diego with a full service office for nearly 25 years and has recently added a second office in North County exclusively focused on working with early stage technology and life science companies.

We are an innovative full-service commercial bank, providing loans, deposit accounts, international banking, foreign exchange, electronic banking, investment management and factoring. Specialized loan products include bridge loans for venture backed companies, acquisition financing, and tenant improvement and equipment loans for building out lab and production facilities.

Imperial's commitment to the county includes locating the Southern California headquarters of our Emerging Growth Division in the heart of the La Jolla to Carlsbad technology corridor, here in San Diego. Additional Southern California offices are located in Orange County and Los Angeles.

Our Emerging Growth Division provides loans and banking services to early stage high growth companies, primarily those with professional investor backing in technology and life science industries.

Additional Emerging Growth Division offices are located in the leading technology centers of the U.S., including Menlo Park, California (serving Silicon Valley and Northern CA), Austin, TX; Bellvue, Wash.; Boston, Mass.; and Alexandria, VA.

### J&H MARSH AND MCLENNAN

J&H Marsh and McLennan is the global leader in insurance brokerage, risk management and employee benefit consulting. Through operations in over 400 locations around the world, we advise companies on the most creative ways to protect their assets and to address their business and financial risks.

J&H Marsh and McLennan provides a full range of consulting services designed to reduce cost and losses. Services include program design, brokerage negotiation and administration, loss control and claims services, captive management and legislative analysis.

Our San Diego office has served clients for over twenty years and consists of a professional staff of 90. We offer unmatched, local resources through our Technology and Life Science Practice Groups, which demonstrate expertise in areas such as: Directors and Officers Liability, Clinical Trials, Commercial Property/Casualty and Worker's Compensation. Our Employee Benefits practice provides our clients with the tools they need to attract and retain the best by delivering state of the art, cost effective programs such as: medical, dental, vision, 401K and deferred compensation.

Gray Cary Ware ▲ Freidenrich LLP



J&H MARSH &  
MCLENNAN

## SPONSORS



### PRICEWATERHOUSECOOPERS LLP

From fast growth start-ups to industry giants, PricewaterhouseCoopers San Diego helps technology companies stay ahead of the curve. As business advisors to the technology industry, we help our clients:

- Make the most of converging technologies
- Meet the financial market's expectations
- Expand and succeed in global markets
- Manage fast growth
- Attract and retain the best and brightest knowledge workers
- Find and benefit from financing opportunities

With more than 140,000 professionals worldwide, the people of PricewaterhouseCoopers ([www.pwcglobal.com](http://www.pwcglobal.com)) have the scope, depth, and expertise to advise every fast growth and global technology company on the challenges facing their business. The scale and systems to do it expediently. The worldwide network to deliver it seamlessly. And the experience to get results.

Our People. Your Worlds.

PricewaterhouseCoopers refers to the US firm of PricewaterhouseCoopers LLP and other members of the worldwide PricewaterhouseCoopers organization.

### STOORZA ZIEGAUS & METZGER, INC.

Founded in San Diego 25 years ago, Stoorza Ziegaus & Metzger, Inc. (SZM) is the leading public relations/public affairs agency serving San Diego's emerging technology companies. SZM maintains full-service offices in San Diego, Sacramento, Riverside and Los Angeles. SZM also has a full-service advertising agency, Stoorza Design & Advertising. Each has a staff with the knowledge and experience to implement marketing and public relations programs, local, national and trade media relations, promotions, community relations, public affairs and special events throughout California and across the nation.

SZM has a specialized life science and technology division to serve the communications needs of the biomedical and high technology industries. The LST team's expertise in working with emerging technology companies strongly positions us as a valuable partner to assist early stage companies through their growth cycles. Because we have worked extensively in the technology marketplace, both in public relations and public affairs, we have developed a substantial network of relationships, which are invaluable to our clients.

### THE SAN DIEGO BUSINESS JOURNAL

The San Diego Business Journal is a weekly business and financial newspaper with a readership of 70,000. The paper has won 80 awards for editorial excellence in the last five years. The Journal also produces a weekly 30-minute television show entitled "San Diego Business in Focus," a positive look at San Diego's industries.

PRICEWATERHOUSECOOPERS 

SAN DIEGO BUSINESS JOURNAL

Stoorza Ziegaus & Metzger  
PUBLIC RELATIONS • PUBLIC AFFAIRS • GOVERNMENT RELATIONS





## **DISTINGUISHED JUDGES FOR MOST INNOVATIVE NEW PRODUCTS AWARDS 1998**

**Thomas A. Page**

Former Chairman, Board of SDG&E

**Monroe Trout, M.D., J.D.**

UC San Diego Foundation

**Anne Evans**

Evans Hotels

**Enrique Mier Y Teran**

Parque Industrial Tecnomex SA

**Myron S. Eichen**

Rokenbok Toy Company

**Augustine P. Gallego**, Chancellor

SD Community College District

**Julie Meier Wright**

SD Regional EDC

**Stephen Weber, Ph.D.**, President

San Diego State University

**Charles Edwards, M.D.**

Scripps Research Institute

**Ron Bradley**

Temecula City Hall

**Peter Preuss**, Regent

UCSD Chancellor's Office

**Edward Frieman, Ph.D.**

Scripps Research Institute

**Berit Durler**, Operations Director

UCSD Extended Studies

# INTRODUCTION

Welcome to the 1998 Most Innovative New Products Awards competition. Since 1988, this competition has focused attention on San Diego's innovative companies. Today we present a group of finalists that exemplify that spirit of innovation. All of the finalists and nominees are to be commended for their groundbreaking efforts and as you watch today's event, we hope that you, too, are caught up in the excitement of San Diego's Most Innovative New Products.

## THANK YOU FROM THE CONNECT STAFF & INTERNS

Abigail Barrow, PhD	Anne Crossway	Randy Guo	Sue Maloney	Elliott Parks	Joan Steines
Meredith Bahan	Carole Ekstrom	Tanya Hincapie	Ann Marsh	Jennifer Perez	Florence Sterni
Benedicte Baroin	Jordan Greenhall	Teri Junker	Andrea Moser	Carol Putnam	And William W. Otterson
Barbara Bry	Daniela Gross				



FINALISTS

E N T E R T A I N M E N T & L E I S U R E

**ASTAR**

**Personal Pro**

Series of Software Products to provide "personalized" lessons for golfers (or any sport) via Internet. Allows students to choose from best teacher in world for lesson.

**CARBITE GOLF**

**Carbite Polar Balanced Putter**

By moving over 70% of putter head weight to extreme heel and toe with tungsten. This putter insures that even putts hit off center are more accurate in line and distance than all major putters on the market.

**DIGITAL ON-DEMAND**

**Make your own CD on demand**

Digital On-Demand is the first digital entertainment distribution network that allows retail outlets anywhere in the world through the use of user-friendly kiosks to manufacture CDs and DVDs on-site from a potentially limitless library of music, film, video, computer software and video games, without the expense of maintaining physical inventories.

**MCHENRY METALS GOLF CORP.**

**TourPure Golf Clubs**

The TourPure product features : Superior weight distribution, launch angles, stability, and control; Beta-titanium club; Exclusive, premium Grafalloy LTLF graphite shaft matched to player swing speed for the best combination of accuracy and distance available; and beautiful aesthetics with the best shape, size, and blend of colors on the market.

**NIXON WATCHES**

**Nixon Watches**

Nixon watches are designed for the unique performance and aesthetic demands of snowboarders, skateboarders, and surfers. They are custom designed to be water and shock resistant and built with combinations of stainless steel, polycarbonate, and polyurethane to give the end-users higher levels of both comfort and durability.

**PRESTO STUDIOS, INC.**

**The Journeyman Project 3:  
Legacy of Time™**

Legacy of Time™ is the third installment of Presto Studios' Journeyman Project adventure game series. As Agent Gage Blackwood, you time-travel into the past seeking the answers that will stop a grave threat in the present. Using 360°panoramic technology, you are immersed in incredible historical environments as you interact with characters and solve puzzles.

**SELECT TEE TIMES**

**Select Tee Times.com**

Select Tee Times is the premier golf course marketing, promotion and tee time reservation network where golfers can secure a preferred tee time via the internet 24 hours/day, in under 60 seconds - for FREE. No membership, broker or transaction fees. At [www.selectteetimes.com](http://www.selectteetimes.com) view the best golf courses in San Diego and Ensenada, Mexico.

**Carbite Golf**  
A Material Advantage



# FINALISTS



## G E N E R A L B U S I N E S S



### **AMERICAN INNOTEK, INC.**

#### **Brief Relief™ Disposa-John**

American Innotek introduces a portable, disposable, single-user lavatory for mobile workers. The Brief Relief Disposa-John contains everything needed for sanitary capture and safe disposal of human waste. The product is EPA/OSHA complaint and approved for landfill disposal.

### **BOOZ · ALLEN & HAMILTON**

This past year Booz · Allen achieved a significant technological breakthrough in the information technology arena. In March 1998 Booz · Allen completed our Command, Control, Communications, Computer, Intelligence, Surveillance, and Reconnaissance (C4ISR) laboratory. The laboratory simulates the actual information technology operating environment of the U.S. Navy.

### **CARTTRONICS LLC**

#### **C.A.P.S.™**

CAPS™ (Cart Anti-theft Protection System) is an electronic system to keep shopping carts from being borrowed or stolen from retail sites. It is the first, cost-effective, reliable solution to the global problem of shopping cart loss. When a CAPS-protected cart approaches the line, an integrated shell is electronically released from inside the caster. The caster is readily reset using CartTronics' hand-held reset controller.

### **CO-MACK TECHNOLOGY INC.**

#### **Phase Change Energy Pak**

The Energy Pak is filled with a unique "Phase Change Material" (PCM) in a dry, soft powdered form which Co-Mack injection molded to create the pizza warmer that releases heat in a latent or constant state, maintaining food delivery temperatures at 140 degrees or above.

### **DIRECTED ELECTRONICS, INC. (DEI)**

#### **Jeep Interface Module (JIM/455T)**

The 455T is the first multiplex databus interface of its kind. It reproduces the "digital word" which controls factory security/keyless entry functions, and literally saves hours of installation time when adding an aftermarket security/convenience system to a Jeep Cherokee. Installers also avoid liability of removing and replacing door panels.

### **ELECTRONIC FOOD COURT SYSTEM**

#### **LunchNet**

Electronic Food Court System, Inc. has developed a system to sell meals, track distribution & reconcile accounting over the Internet for the workplace. 15 cuisine from 60 restaurants are featured in San Diego. Convenience, accuracy, time & money savings produced satisfied clients such as Washington Inventory Services, Dataworks and Qualcomm.

### **ISE RESEARCH CORP.**

#### **ThunderVolt Electric Truck**

Truck is one of the world's largest electrically driven road vehicles and utilizes the most advanced electric vehicle technologies.

### **JAZZERCISE, INC.**

#### **CyberStretch by Jazzercise**

CyberStretch by Jazzercise is an innovative software program offering energizing stretch breaks to reduce tension and RSIs in an easy-to-use interactive screensaver format. It consists of 26 physiologist-approved body-specific, timed stretches and 26 action tips (vision and relaxation breaks, posture checks and fitness tips).

### **LEGACY**

#### **Key Sak - Porterra Bags**

The Key Sak is a compact, reusable (18x20 in.) bag attached to a keyring, offering consumers an intelligent and convenient alternative to paper, plastic and bulky (often forgotten) canvas, shopping bags. Constructed of durable, ripstop nylon, it weighs 2 ounces, carries 25 pounds, folds into its 3-inch keyring carrier and slips easily into pocket or purse. NCGs Inc.

**CartTronics**  
MAKERS OF C.A.P.S.

**NEXTEC™**



## G E N E R A L B U S I N E S S

### **NCGS INC.**

#### **TT Protector**

Polyethylene film with a pressure sensitive adhesive applied to one side. The main product for newly patented Non-Contact Grouting System, method for grouting of unglazed floor tile. TT Protector presents: - health benefits, environmental benefits, cost savings, higher quality and reliability of results.

### **NEUWORLD FINANCIAL**

#### **Neural Nets Analyzing Stocks**

Managing money in stock investments using Artificial Intelligence. The oldest money management firm in the world using A.I.

### **NEXTEC APPLICATIONS, INC.**

#### **Nextec Medical Protective Fabric**

Most reusable medical protective fabrics are heavy, uncomfortable and lose fluidproofness over washing. The patented Nextecâ encapsulates individual fibers and places a durable barrier film between fiber bundles. This translates into a more comfortable, lighter weight, fluidproof, fluid repellent fabrics that holds its protective properties for over 75 washes.

### **NEXTEC APPLICATIONS, INC.**

#### **Nextec Performance Outerwear Fabric**

Traditional outerwear fabrics can be noisy, heavy, dry slowing and lose water repellency over time. The patented Nextecâ process creates a barrier inside lightweight fabrics, protecting the wearer, while fabric "encapsulation" protects the garment. The result is a lightweight, packable, breathable, windproof fabric, with excellent water properties and fast dry time.

### **OLEA EXHIBITS/DISPLAYS INC.**

#### **OSDVDC**

The OSDVDC is an interactive merchandiser. It can store 10+ hours of A/V that can be displayed upon demand by the customer. By breaking the content up into chapters the client is not obligated to watch a 20 minute video to get the 10 seconds worth of information they want.

### **PROFLOWERS.COM**

#### **Delivery and Integration System (DAISY)**

Proflowers.com ships flowers direct from a network of premium growers so that consumers receive the freshest possible flowers and bouquets at the best possible prices. One dozen long stemmed roses in a variety of colors is \$29.95 plus \$5.95 shipping and handling to most US locations compared with \$60-\$70 for most of the company's competitors.

### **UNIBUILD U.S.A. INC.**

#### **Unibuild**

Unibuild is a construction system that converts traditional building methods to pre-fabrication. Using precision 1/2 inch steel molds, Unibuild fabricates offsite, structural concrete wall panels, usually 8ft. wide and up to 40ft. high. Unique panel shape eliminates 35% of concrete volume, resulting in more economical construction over other concrete methods.

### **ZEUS VEHICLE SECURITY SYSTEMS**

#### **Zeus**

The Zeus product provides a powerful high tech solution to the growing problem of vehicle theft. The device disables the high current (up to 1000 amps) running between the battery and starter motor required to start an engine. To defeat the Zeus, a thief would be required to lift the vehicle, and install a new cable between the battery and starter.



# FINALISTS



## H I G H - T E C H E L E C T R O N I C S



**ANCHORCHIPS**

### **AMERICAN TECHNOLOGY CORP. (ATC)**

#### **SFT (Stratified Field Technology)**

SFT™ is a replacement for traditional loudspeakers. It uses superthin, proprietary materials to produce high-fidelity stereo sound from a "speaker" no more than 1/2" thick. Its shape and size (height and width) are adjustable to fit anything from a laptop computer to a home theater or stereo system.

### **ANCHOR CHIPS**

#### **EZ-USB**

Anchor Chips' EZ-USB integrated circuit is used to build intelligent PC peripherals that attach to the Universal Serial Bus (USB). It supplies the USB interface and an 8051-based microcontroller in a single chip. USB developers implement the functions required in the peripheral by writing software that runs on the microcontroller.

### **ANDATACO**

#### **GigaRAID/HA Featuring Database RAID**

The GigaRAID/HA featuring Database RAID™ is the only storage product designed specifically to improve RDBMS (relational database, Oracle, Sybase, Informix and others) as well as NT, performance over traditional RAID (Random Array of Independent Disks) storage offerings with the industry's first and only I/O embedded database accelerator software.

### **HEWLETT PACKARD**

#### **OfficeJet Series 700 color printer-fax-copier-scanner**

The HP OfficeJet Series 700 is an extremely versatile product that sends and receives color faxes, scans, and sends color documents to e-mail addresses, and offers photo-quality color printing and convenient, full color-copying. This highly-affordable tool saves time, saves space and saves money for both home- and office-users alike.

### **I-BUS, INC., A MAXWELL TECHNOLOGIES COMPANY**

#### **CompactPCI Rigel / Galaxy 8**

I-Bus' CompactPCI platform is ideal for systems which require a high degree of ruggedness and stability, such as those used in industrial and telecommunications infrastructure applications. While traditional PCI/ISA systems have limitations on bridging, expandability, and configurability, I-Bus' CompactPCI platform allows for a much higher level of integration and flexibility.

### **LOGIC INNOVATIONS**

#### **IP Encapsulator Data Gateway**

Logic Innovations' IP (Internet Protocol) Encapsulator Data Gateway (IPEDG) supports the distribution of Internet and multicast traffic, and time-critical data to low-cost PC's in homes, and businesses worldwide, at a rate 40 times faster than a cable modem.



**Maxwell**  
TECHNOLOGIES  
Energy Products



**NTECH ENERGY SOLUTIONS, INC**  
*...sioned for Efficiency*



---

## H I G H - T E C H E L E C T R O N I C S

### **MAXWELL TECHNOLOGIES**

#### **PowerCache ultracapacitor**

The PowerCache ultracapacitor stores power for everything from automobiles to consumer electronics products. Its ability to provide power on demand extends battery life by up to four times for many consumer products. By providing "turbo-charging" power to automobiles and mass transit busses, the ultracapacitor can reduce harmful exhaust gasses by up to 60%.

### **PENTECH ENERGY SOLUTIONS, INC.**

#### **PERC™ & PERC™ Communicator**

Pentech's PERC and PERC Communicator are microprocessor-based control products that save millions of dollars by improving operating efficiency and reducing the maintenance of heating, ventilating and air conditioning (HVAC) systems. Once installed these "self-calibrating" devices require no maintenance and the PERC Communicator adds wireless communications to the PERC yielding real-time, two-way information.

### **SPACE ELECTRONICS**

#### **1-Gigabit Radiation-Hardened DRAM**

The world's first radiation-hardened, high-density hermetic memory module to be used for satellite applications. The new product offering utilizes our patented RAD-PAK packaging technology in a hermetic MCM package with up to 1-gigabit of memory storage. The 1-gigabit DRAM is already scheduled to fly on over 50 upcoming satellite projects.

### **WINTRISS ENGINEERING CORPORATION**

#### **OPSIS 1300 MegaPixel Vision System**

Named the OPSIS 1300, the new Wintriss camera features a 1.3 million-pixel CCD sensor, on-board digital signal processor (DSP) and field programmable gate array (FPGA). These programmable on-board features give the OPSIS 1300 the intelligence necessary to make stand-alone decisions in machine vision applications.

# FINALISTS



I N T E R N E T



## AMERICAN DIGITAL NETWORK (ADN)

### ADN's E-Com™ System

ADN's E-Com™ system is the only product that offers a combination of best-of-breed technologies, such as secure transaction processing, order fulfillment, content management, financial reporting, and interactive features such as chat and real audio that keep customers engaged and make purchasing over the Web an easy and fun experience.

## ATCOM/INFO

### IPORT Server Software

IPORT Internet Access system v.2.5 is high-speed Internet access for public places, including hotels, office buildings, apartments, retail locations and airports. By simply plugging into an IPORT jack and launching their browser, users can surf the Internet, check e-mail, access corporate networks or view premium Web content and services.

# IPIVOT



## BINARYLABS, INCORPORATED

### PeoplePost

PeoplePost is a free group community service allowing its users to post photos, text, graphics and messages to a private site where members control the access. It is more powerful than e-mail, more versatile than chat and easier to use than personal web sites. PeoplePost brings people together to share ideas and communicate interactively.

## CHATSPACE, INC.

### ChatSpace

ChatSpace's business focused Internet chat technology enhances the communications, customer support and customer services that small companies and Internet service providers (ISPs) can provide to Web customers and prospects. ChatSpace is the only commercial chat offering designed for Windows NT Server and offers the easiest installation and greatest scalability.

## COLUMBUS RESEARCH, INC.

### On-Demand Testing

Columbus Research's On-Demand Testing product allows States, districts and schools to construct custom tests for their students. The bank of test questions are consistent with standards, yet have an identity that is defined to best fit the demographics, cultures, and special needs of students.

## EDMIN OPEN SYSTEMS, INC.

### Virtual EDucation System

The Virtual EDucation System is learning improvement system comprised of an integrated suite of Internet-based software applications. It is designed to enhance student performance and teaching effectiveness by linking content and performance standards to assessment.

## E.N.E.N.

### NetSeminar

E.N.E.N. takes advantage of the Internet to deliver innovative and cost saving services to businesses worldwide. NetSeminar, E.N.E.N.'s flagship service, allows companies to broadcast live interactive multimedia presentations over the Internet by incorporating audio, video and chat interactivity between speakers and participants.



I N T E R N E T

## **INTERNET PRODUCTS, INC.**

### **InterGate Web Filtering**

InterGate Web Filtering is a content management tool that empowers organizations to enforce acceptable use policies for Web access. Rather than using cumbersome block lists from keyword search criteria, InterGate filtering relies on robots that search thousands of Web URL directories that are individually rated by human Internet Analysts to ensure integrity. IPivot, Inc.

## **IPIVOT, INC**

### **QoS Broker**

Intelligent Broker is a policy-based intelligent load balancing appliance that ensures Web site and intranet reliability, performance, scalability and quality of service. Intelligent Broker provides 7 x 24 uptime, global presence, reliable e-commerce transactions, predictable server response times, and prioritized content delivery based on business policies.

## **MOLECULAR SIMULATIONS**

### **COMPASS™**

COMPASS is MSI's latest breakthrough force field technology for atomistic level materials simulations. The product combines existing state-of-the-art quantum chemistry techniques for parameterizing bonded interactions with recent developments aimed at parameterizing non-bonded interactions using thermophysical property data for liquids and solids.

## **MOLECULAR SIMULATIONS**

### **MSI Website**

The recently redesigned Website by Molecular Simulations Inc. provides valuable resources and information for scientists interested in molecular simulation. At the site you can now download molecular visualization software, read scientific articles, find useful reference materials, view case studies of the use of simulation technology, access MSI's product information, and link to other scientific sites.

## **PRAJA INC.**

### **ActionSnaps!**

PRAJA ActionSnaps™!, an immersive sports technology for the Internet, allows sports fans the choice of how and when to review football game highlights. Featuring integrated audio, video, and dynamic game statistics, ActionSnaps! ActionSnaps! offers multiple ways to review game action from different replay angles.

## **REALAGE, INC.**

### **RealAge**

RealAge is an interactive on-line system for health measurement that was created by leading academic physicians. RealAge was developed to motivate individuals to adopt a healthier lifestyle through actionable tools. The RealAge program measures one's biological age versus their calendar age by taking into account 140 factors relating to personal health.

## **SAN DIEGO DAILY TRANSCRIPT**

### **Transcript Online**

Transcript Online, at [www.transcript.com](http://www.transcript.com), is a subscription-based Web site that provides an interactive database of 2 million business, real estate, legal and financial records. The site is designed to make it easier for business professionals to retrieve San Diego County public records via a searchable and sortable database.

## **SITEMATIC CORPORATION**

### **Sitematic Catalog**

Sitematic Express and Sitematic Catalog provide small businesses with the web capabilities that previously were available only to larger businesses. Sitematic's website creation, e-commerce and maintenance services feature an easy-to-use, interface that can be completed in under an hour for as little as \$29.95 per month and with no software to buy, download or install. vision applications.



L I F E S C I E N C E S



**ADVANCED MONITORS CORPORATION**

**Vet-Temp Instant Animal Ear Thermometer**

The Vet-Temp is the first one second ear thermometer for animals. It substantially streamlines the task of taking an animal's temperature.

**BIOSITE DIAGNOSTICS, INC.**

**Triage Cardiac System**

The Triage Cardiac System is a point-of-care assay for the simultaneous quantification in 15 minutes of CKMB, troponin I and myoglobin in blood to aid in the diagnosis of myocardial infarction. The assay is performed simply by adding blood to a disposable device and inserting the device into a hand-held portable instrument.

**CARDIODYNAMICS INTERNATIONAL CORPORATION**

**BioZ.com**

The revolutionary BioZ.com from CardioDynamics is a noninvasive hemodynamic monitor utilizing clinically proven Thoracic Electrical Bioimpedance (TEB) technology. The BioZ.com is the world's smallest, most cost-effective, full featured TEB product, and can be interfaced with most existing bedside monitors for easy access and integration into healthcare information systems.

**CHEMICON INTERNATIONAL, INC.**

**SimulFluor**

SimulFluor™ assays were developed in response to a changing biomedical market that demands cost containment and high specimen throughput. The SimulFluor™ assays allow diagnostic laboratory technicians to detect and identify two infectious viruses simultaneously in one slide well with existing microscope equipment while effectively cutting costs and turnaround times 30-50%.

**F.F.F. ENTERPRISES, INC.**

**The Virtual Inventory Program (VIP)**

Improved patient care is what it's all about. That's why F.F.F. Enterprises developed the VIP Virtual Inventory Program - to assist pharmacies in eliminating acquisition and inventory carrying costs of expensive critical care products.

**FIRST DENTAL HEALTH**

**The Dental Club**

Similar to Price Club where a membership fee is paid to access a benefit. In this case, the benefit is a credentialed dental network where each dentist has contracted to offer reduced dental fees that are approximately 35% below usual and customary fees.

**EPIC SOLUTIONS**

**HOLD'em2**

HOLD'em2 is a software solution that manages inmate and facilities functions of jails and prisons. This is the first Custody Management software product on the market that is a true off-the-shelf workflow based solution. Unlike all other software in its category HOLD'em2's workflow based user interface dramatically improves ease-of-use and reduces training requirements.







---

L I F E S C I E N C E S

## **IDEC PHARMACEUTICALS, INC.**

### **Rituxan (rituximab)**

Rituxan is a targeted monoclonal antibody engineered for the treatment of non-Hodgkin's lymphoma. Using the patient's own immune system, Rituxan provides a response rate equivalent to chemotherapy with none of the side effects. Although not yet a cure, Rituxan offers patients hope and improved quality-of-life while fighting this disease.

## **ISIS**

### **Vitravene™**

Vitravene™ is the world's first drug based on antisense to be approved for marketing. This drug is a local treatment for cytomegalovirus (CMV) retinitis, an infection which causes blindness in AIDS patients. Antisense drugs are designed to inhibit the production of disease-causing proteins and are more effective and less toxic than traditional drugs.

## **GUIDANT CORPORATION**

### **ACS RX Multi-Link Coronary Stent System**

The ACS RX Multi-Link Coronary Stent System is the first of a new generation of stents. Its design, from a single stainless steel tube, without welds or gaps, provides the scaffolding necessary to hold the artery open, ensuring blood flow to the heart.

## **INVITROGEN**

### **E-Gels**

E-gels are bufferless, precast agarose gels specifically designed to simplify electrophoresis. E-Gels contain agarose, electrodes, and ethidium bromide all packaged inside a dry, disposable, UV transparent cassette. This innovative design makes E-Gels both gels and electrophoresis units. E-Gels allow researchers to perform electrophoresis more easily, quickly, efficiently and safely than ever before.

## **INVITROGEN CORPORATION**

### **GeneStorm Clones**

GeneStorm clones are a first-of-its-kind collection of expression-ready human and yeast gene clones designed to simplify, accelerate and increase the cost efficiency of functional genomics studies for drug discovery and diagnostic development efforts. With more than 2,700 yeast and 600 human gene clones available, GeneStorm stands to revolutionize the study of gene function.

## **MIYAD**

### **MIYAD Electric System**

Hand held Electric power system that eliminates cross contamination of HIV, Hepatitis and other deadly viruses. Power unit used by dentists, vets, podiatrists, surgeons, manicurists and more.

## **MOLECULAR SIMULATIONS**

### **X-POWERFIT**

X-POWERFIT is a unique new tool for Protein X-ray crystallographers to use to automate the procedure of model building into electron density map. X-POWERFIT automatically identifies elements of secondary structure (alpha helices and beta sheets) from a variety of types of electron density maps and converts this information into a Ca trace which is the core of protein structures.

# FINALISTS



S O F T W A R E

ELEMENTAL SOFTWARE



## CARDIFF SOFTWARE, INC.

### TELEform MediClaim Module

Medical claims processing is a demanding task for healthcare providers, carriers, agencies and payers. Manually keying patient and provider information diagnosis and treatment codes, and other critical data into acceptable database formats is expensive and time-consuming. Cardiff Software's TELEform MediClaim Module offers a more efficient and cost-effective automated solution.

## DOVER PACIFIC COMPUTING, INC.

### Orders of Magnitude

Orders of Magnitude is a suite of applications that allows our customers to dramatically improve customer loyalty by allowing each of their customers to interact via the web, phone, fax, email or mail based on their personal preference and still maintain one integrated source of all sales, marketing, fulfillment and service information.

## ELEMENTAL SOFTWARE

### Drumbeat 2.0

Drumbeat is the fastest way to build advanced, interactive Web sites without programming or coding. Basic point-and-click techniques allow users to build sites that integrate with company databases, include the latest multimedia effects, and automatically adjust to a variety of browsers. Drumbeat allows people of all skill levels to build state-of-the-art Web applications

## INFOGATION CORP.

### Auto PC Software

InfoGation's Auto PC software assures our OEM customers that their Auto PC platform fully supports the user interface and smoothly links the various devices (GPS, wireless, CD changer, etc.) to user applications. We are also developing software applications for navigation, roadside assistance, cellular phone support, and information service access.

## INOVIE SOFTWARE, INC.

### TeamCenter

Inovie's TeamCenter is the industry's first collaborative team management system to provide individual team members tools to simultaneously access and update project information such as project tasks, ideas, notes, schedules and reports, regardless of physical location or computer platform. all in real-time.

## INPHARMATICS/SCIENCEOBJECTS, INC

### GrantForms™

GrantForms™ is a software product that simplifies the cumbersome process of writing, managing, and submitting research grant applications. GrantForms™ is aimed at scientists and makes the research grant application process easier, quicker and more efficient.

## IVID COMMUNICATIONS, INC.

### World Book Multimedia Encyclopedia

IBM/World Book Multimedia Encyclopedia '98 is the world's No. 1 selling interactive encyclopedia, containing 17,000 articles thousands of photos, graphics, videos, maps and animations. Innovative attributes include 1) full volume dictionary, 2) Virtual Globe, 3) Full Word and Topic searches, 4) Virtual-reality simulations with 360° perspective, 5) "Wizards" to help students.

## LILIKOI SOFTWARE

### Ceilidh

Ceilidh is a Web-based collaborative software tool that offers Notes-like document sharing within the context of a threaded discussion. Universal applicability, an intuitive Web interface, speed and reliability combine to make Ceilidh the best of breed. Our goal is simple - we aim to own the market for collaborative software.





S O F T W A R E

## **MEDSMART, INC.**

### **Medsmart**

Medsmart™ is a very user-friendly interactive expert system used to collect and document comprehensive Medical Histories directly from a patient without physician involvement. This system operates as either an ergonomically designed, tabletop or freestanding, multimedia touch screen station which physicians place in their waiting rooms or as a Web application on the Internet.

## **MOLECULAR SIMULATIONS**

### **WebLab ViewerPro version 3.0**

With the WebLab ViewerPro you can create and visualize 3D molecular structures, analyze chemical features, and create stunning, interactive reports and presentations. The ViewerPro, provides tools for rendering and analyzing everything from small molecules to large protein structures, as well as crystal and inorganic compounds, and DNA/RNA structures.

## **ORINCON TECHNOLOGIES, INC. (OTI)**

### **Aircraft Classification and Tracking System (ACATS)**

ACATS is a cost-effective system that detects, classifies and tracks aircraft and ground vehicles on airport surfaces at night and during periods of reduced visibility. It consists of sensors imbedded in the runways and taxiways, detection and classification devices, and a central computer hosting ORINCON-developed software located in the airport's control tower. This central computer performs the tracking and implements appropriate safety logic that is displayed for the tower operator.

## **RETICULAR SYSTEMS, INC.**

### **AgentBuilder**

AgentBuilder is the first commercially available integrated toolkit for building intelligent software agents. AgentBuilder allows software developers who have no expertise in agent technology to quickly and easily construct agent-based applications. Software agents provide a powerful new methodology for implementing complex software systems. AgentBuilder significantly reduces development cost and time.

## **SMARTCODE SOFTWARE**

### **HandMail™ 2.0**

Smartcode Software's HandMail™ is the leading E-mail application for 3Com's popular PalmPilot™ series of electronic organizers. HandMail allows users to send and receive E-mail via the majority of Internet service providers around the world at anytime from any location.

## **STAC, INC.**

### **Replica Network Data Manager**

Replica NDM allows for automatic backup and recovery of critical enterprise data on networked desktop and mobile PCs while drastically reducing network bandwidth demands, administrative overhead and media costs. Replica empowers users to restore their own files while relieving the burden on network administrators for PC data protection.

## **ST. BERNARD SOFTWARE**

### **Open File Manager**

Open File Manager (OFM) is a product for all companies who back up server data. Without OFM, backup programs skip open files. Open File Manager (OFM) is a utility that enables any backup program, or operating system copy function, to capture open files - even if the files are changing. OFM ensures complete and accurate copies of data.

## **TOTAL RECALL LEARNING SYSTEMS**

Total Recall Learning Systems creates and converts training/educational materials to ensure retention of 90% lifelong in our proprietary Total Recall format. It incorporates many recognized learning, theories, and practices including audios, visuals, and kinesthetics, thus maximizing interactivity. Best to cut training costs and time by 40% - 60%

## **VEKTREX ELECTRONIC SYSTEMS, INC.**

### **ATEngine**

ATEngine accelerates engineering-intensive automated test system development by providing instant instrument control and the corresponding measurement results in an innovative graphical framework. Only ATEngine bridges the critical gap between high level test sequencers and low level instrument drivers enabling rapid test program development without expert engineers and customized software applications.

# FINALISTS



## T E L E C O M M U N I C A T I O N S

**CommQuest**  
An IBM Company 



COPPER MOUNTAIN

**USATalks.com**  
Incorporated®

### COM2001 TECHNOLOGIES, INC.

#### COM2001 NTX

COM2001 NTX™, a Windows NT and Exchange-based communications server, replaces the PBX by integrating telephone and LAN services. It brings drag-&-drop simplicity to telephone services, creates a unified inbox for voice mail, e-mail, and faxes, and provides complete remote access using a Web browser or any standard or wireless phone.

### 'COMMQUEST TECHNOLOGIES

#### The 'WorldPhone' Tri-Band Total System Solution

The 'WorldPhone' Tri-Band Total System Solution™ is the world's first technology to allow a wireless phone to be used from virtually any major city in the world. This unique, comprehensive solution includes everything necessary for OEM manufacturers to take a full-featured handset into high-volume production faster and more cost-efficiently than ever before.

### COPPER MOUNTAIN NETWORKS, INC.

#### CopperView Network Management Tools

CopperView Network Management Tools allows carriers to easily configure, diagnose, and monitor their DSL networks end-to-end from one site, match service offerings to the budget and bandwidth needs of each customer and - with the touch of a button - migrate a user to a higher speed service in real time.

### COPPER MOUNTAIN NETWORKS, INC.

#### CopperEdge Multi-Speed DSL Concentrator

CopperEdge DSL Concentrators enable CLECs, ILECs and ISPs to profitably deploy high speed Internet and remote LAN access services using ordinary copper telephone wiring. CopperEdge allows end-users to access network services at speeds ranging from 128 kbps to 1.544 Mbps - ISDN to T1 speeds - at one tenth of the cost.

### COPPER MOUNTAIN NETWORKS, INC.

#### CopperRocket DSL Access Devices

CopperRocket DSL Access Devices lift users out of the ordinary world of dial-up access into the next generation of high-performance, always-on, dedicated Internet and LAN access. Users greatly improve productivity while obtaining more affordable telecommunications costs. Multiple speeds from 128 kbps to 1.544Mbps fit today's budget and bandwidth needs.

### INTERNET MAGIC, INC.

#### Legacy 2000/3000

Internet Magic's Legacy products adds Internet Faxing capability to existing and new fax machines. The standalone, easily installed devices route faxes over the Internet or corporate WAN, eliminating toll charges and seamlessly merging fax and e-mail. The Legacy is easy to use, does not require a personal computer, and can be remotely managed on a network.



## T E L E C O M M U N I C A T I O N S

### **LASER POWER CORPORATION**

#### **Series T-2000**

The T-2000 is a 1550 nanometer microlaser designed to be used in optical transmitter systems where low noise and high power are required. The T-2000 is based on highly reliable, telecommunication qualified, InGaAs technology and a state-of-the-art solid-state laser platform, brought together by nearly two decades of Laser Power Corporation's optics manufacturing and laser engineering expertise.

### **LG INFOCOMM**

#### **LGC 300W (300P) CDMA handset**

Since its introduction in February 1998, LGIC's LGC-300W has become a mainstay for many Code Division Multiple Access service providers across the US. At 7.1 ounces and with a remarkably small footprint, it is the smallest and lightest CDMA handset on the market today.

### **NOVATEL WIRELESS, INC.**

#### **CONTACT**

CONTACT is the industry's first Microsoft Windows CE 2.0 handheld PC with a fully integrated wireless modem, providing wirelessly enabled access to e-mail, the internet and corporate information systems. CONTACT is equipped with pocket versions of Microsoft Word, Excel, PowerPoint, Internet Explorer, email Inbox and a host of PIM applications.

### **NUERA COMMUNICATIONS**

#### **Access Plus F200ip**

The F200ip allows telephones and fax machines to connect across the Internet or corporate intranets, eliminating toll-charges from use of a public switched telephone network. The F200ip gateways use DSP-centric hardware and advanced voice-processing techniques to enable high quality business and residential calls worldwide over the Internet with standard telephone and fax equipment.

### **SIMPACT, INC.**

#### **Sm@rtRouter**

Sm@rtRouter links the vast specialized networks of users such as the airline industry, the financial services sector, and government & military, to modern Internet Protocol (IP) networks. Sm@rtRouter's unique ability to translate the diverse communication languages of these users to IP enables migration to modern, lower-cost, Internet-based networks while preserving existing network investments.

### **TURBONET COMMUNICATIONS**

#### **TurboPort Cable Modem**

There are several major innovations in the TurboPort. They include compliance to the MCNS/ITU standards, low cost product for consumer usage, high packet throughput, high-speed channel throughput, full SNMP management capability, and standards-based data encryption.

### **USA TALKS.COM, INC.**

#### **Internet Telephony Long Distance Service**

USA Talks.com, Inc.'s Internet long distance telephone-to-telephone service combines its proprietary technologies in Audio Compression, Phonetic Speech Recognition and Voice Verification/Identification creating an "all you can talk" flat rate-per-month, customer-friendly, "toll-quality" Internet long-distance telephone service. The Company's long distance service provides its customers with a new low cost alternative to traditional costs-per-minute phone services.



## COMMITTEE SPONSORS



### **BOATRACS**

BOATRACS is a global technology company specializing in innovative, proprietary solutions for our customers' remote information needs.

With headquarters in San Diego and offices in Gulfport, Mississippi, the Netherlands, and Canada, BOATRACS is the leader in satellite-based communications tracking systems and complete integrated data solutions.

The BOATRACS System provides two-way communications between vessels at sea or on inland waterways and base stations on land, or with other vessels, e-mail addresses and phone and fax numbers. It also allows for near real-time vessel tracking and fully integrated and custom data solutions. The BOATRACS software division develops customized, integrated marine business applications for use on the vessel and in the office.

In addition, BOATRACS' wholly owned subsidiary, ENERDYNE TECHNOLOGIES, Inc., located in Santee, CA, is the market leader in providing versatile, high performance digital video compression products to the government, transportation, military and commercial markets. ENERDYNE designs and builds products in a dedicated facility, where they offer electrical, mechanical and software engineering; quality assurance; environmental testing; system integration; and product support.

### **CB RICHARD ELLIS**

CB Richard Ellis is the world leader in providing preeminent real estate consulting services to clients worldwide. With more than 9000 employees in over 200 offices in 29 countries, we offer the most comprehensive and insightful real estate market data available in the commercial real estate industry, enabling our clients to maximize their real estate while maintaining continual focus on their core competencies and strategic business operations.

Our San Diego Corporate Advisory Group exclusively represents emerging growth, middle market and established companies in the technology, biotechnology/medical device, and manufacturing industries in real estate transactions. Functioning as an outsource real estate department for "high-growth and rapidly-changing" companies focused on revenue growth and the bottom line, we partner with our clients in providing strategic occupancy planning, lease/purchase/renewal transactional management, due diligence, construction management, purchasing and move coordination. A truly integrated approach through a single point of contact.

### **ENTERPRISE PARTNERS**

Enterprise Partners is a Southern California venture capital firm organized to investment in privately held early stage and emerging growth companies with the potential for exceptional growth, as well as select leveraged buyouts of established companies. Enterprise Partners has approximately \$435 million of capital under management and has invested in nearly 100 companies.

Since 1985, Enterprise Partners has been forging successful partnerships and demonstrating the kind of superior management guidance and growth performance that has made it the largest venture capital firm in Southern California, and has placed it in the top 5% of venture capital firms in the United States.

Enterprise Partners recognizes entrepreneurial spirit as the lifeblood of new business growth into the 21<sup>st</sup> Century. Teamwork and partnering is the foundation to our philosophy, and the meaning behind our name, Enterprise Partners.



## **MCQUERTERGROUP**

Founded in 1980, McQUERTERGROUP is the largest San Diego-based marketing communications firm that specializes solely on high-tech accounts -- with special focus on the telecom, information technology and Internet-based sectors. The agency provides a broad array of services ranging from strategic positioning, corporate communications and public relations to product advertising, collateral and on-line marketing. Headquartered in San Diego's high-tech district, Sorrent Mesa, the firm also has branch offices outside of Washington, D.C., and in Orange County, CA. It is opening a Silicon Valley office in early 1999 to further extend its influence on behalf of its national and international clients.

## **MENTUS, INC.**

Mentus, Inc. has been providing marketing, investor and public relations support for high technology and bioscience companies in San Diego for nearly two decades.

Mentus product launch campaigns, corporate and product images and strategic financial communications have supported and enhanced many of California's most successful technology companies for the last two decades. Entrepreneurial companies in these industries benefit from the focus and creative solutions of the most experienced technology communications agency in San Diego.

Mentus provides investor relations counsel for companies looking to the capital markets for private and public offerings. Our hundreds of annual reports have provided effective investor relations impact for the most noted public companies on the West Coast.

Our public relations campaigns have generated worldwide media coverage for our healthcare, biopharmaceutical and technology clients.

## **PEREGRINE SEMICONDUCTOR**

Peregrine Semiconductor, founded in 1990 and headquartered in San Diego, is leading the way to true RF integration with the development of the Microcommunicator\* family of products geared toward wireless and satellite communications. True RF integration will reduce the cost and size of consumer wireless products, trim product design cycles and increase battery life.

Unique in its ability to offer true RF integration at the level of the Microcommunicator, Peregrine's patented UTSi CMOS process offers high performance RF transistors, high digital gate density and near ideal passive components with the economy of a standard CMOS process. This translates to consumer products that use less power, cost less, are smaller and more lightweight and offer outstanding performance.

## **QUILL COMMUNICATIONS INC.**

Quill Communications Inc., established in 1987, is an award-winning strategic marketing and creative communications agency specializing in high technology, telecom, and biomedical industries. The agency is known for providing outstanding service and a strong emphasis on strategic marketing and branding as the basis for its successful campaigns and programs. Quill offers unique services, including the BrandMaster brand strategy program and CATPUB®, a web and print content management and publishing application. Other services include advertising, collateral, sales promotion, public relations, and video. With extensive industry experience, Quill Communications Inc. has the expertise to improve your company's sales and marketing performance.

Our clients include Hewlett-Packard Company, QUALCOMM Incorporated, Cyberonics and Oracle Corporation.

## COMMITTEE SPONSORS



### **JMI EQUITY FUND, L.P.**

JMI Equity Fund, L.P. is a private equity investment partnership focused on investments in technology-oriented growth companies. JMI seeks to partner with emerging growth companies in the software and information services sectors.

JMI's philosophy is to partner with companies characterized by strong market fundamentals; excellent, technologically complex products; and solid management teams to create superior returns for its investors. JMI hopes to invest in a limited number of such companies and to add value through working closely with management to remove barriers to growth and to build long-term value.

JMI seeks to invest between \$1 and \$10 million over time in each of its portfolio companies. The Firm has experience investing in start-up situations, providing expansion capital or partnering with management teams to complete recapitalizations or buyouts. JMI has offices in Baltimore, Maryland and San Diego, California.

### **SYSTEMDESIGNGROUP**

System Design Group (SDG) provides services to meet the electronic design and manufacturing needs of today's high-technology companies. SDG's staff of experienced engineers can provide a broad range of services in the areas of satellite and wireless communications, graphics, printers, computer vision, embedded systems, high-speed RISC designs, FPGA, ASIC and software development for RTOS, Win 95, Windows NT, UNIX and Solaris. In addition, SDG is a certified Microsoft Windows CE Systems Integrator (CESI) and can provide a port of Windows CE to any platform as well as OAL adaptation, driver development and application design services.

SDG can provide a complete turnkey design solution for companies requiring quick development of prototypes or final products. SDG can manage all phases of any design or development project, from specification writing to development of prototype hardware and software, enclosure design, regulatory certifications and initial product support. SDG can handle all or any portion of the tasks required to make your project a success.

### **THE TOWNSEND AGENCY**

The Townsend Agency is San Diego's leading full-service technology-focused public relations and advertising firm. The company's integrated services encompass marketing, public and investor relations, corporate and product positioning, strategic marketing, advertising, collateral development and media planning. With an international client roster that includes both Fortune 1000 organizations and emerging companies, Townsend's expertise encompasses advanced technology, telecommunications, biotechnology, Internet services, wireless and professional services. The firm actively supports a wide array of technology and community organizations, and recently was honored to receive a coveted international 1998 Arthur Andersen Best Practices Award in the area of recruiting and retaining employees. For more information, call The Townsend Agency at (619) 457-4888, or visit our Web site at [www.townsendagency.com](http://www.townsendagency.com).







CONNECT<sup>®</sup>

UCSD DIVISION OF EXTENDED STUDIES & PUBLIC PROGRAMS  
UNIVERSITY OF CALIFORNIA, SAN DIEGO

FROM THINGS MOST  
BASIC COME THE  
MOST PROFOUND  
INNOVATIONS.  
THE SQUARE,  
THE TRIANGLE,  
THE CIRCLE ARE THE  
MOST BASIC OF  
FORMS, YET, FROM  
THESE SIMPLE

SPONSORED BY

*Gray Cary Ware* ▲ *Freidenrich* LLP

R E C O G N I Z I N G S A N D I E G O ' S



T E C H N O L O G Y I N N O V A T I O N S

1998 MOST INNOVATIVE  
NEW PRODUCTS AWARDS

BEGINNINGS ARE  
BORN THE REMARK-  
ABLE CREATIONS OF  
THE HUMAN  
IMAGINATION.  
OUR LOGO SALUTES  
IMAGINATION -- AND  
THE INNOVATION  
THAT IT MAKES  
POSSIBLE.