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Orion Enterprise Development
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San Diego, CA 92101



APPLICATION / NOMINATION FORM

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CONNECT®

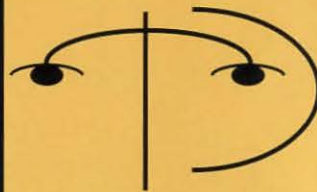
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TECHNOLOGY'S LEGAL EDGESM

1999 MOST INNOVATIVE NEW PRODUCTS AWARDS



DEADLINE FOR APPLICATIONS:
SEPTEMBER 20, 1999

THE 1999 MOST INNOVATIVE NEW
PRODUCTS AWARDS ARE ALSO SPONSORED BY:

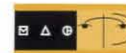
• CB RICHARD ELLIS • IMPERIAL BANK • KPBS

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•STOORZA ZIEGAUS & METZGER, INC.



GENERAL INFORMATION

Congratulations! You are about to become involved with one of the most successful and rewarding programs recognizing innovation in San Diego today. If your company introduced a new product between **September 16, 1998**, and **September 15, 1999**, which was manufactured or developed in the region between Tijuana and Temecula, you are eligible to enter UCSD CONNECT's twelfth annual Most Innovative New Products Awards competition.

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

- All nominees are invited to attend a nomination party where the finalists are announced.
- All nominees and finalists will be recognized at the Awards Luncheon at the Sheraton Harbor Island on December 15, 1999, where the winners will be announced.
- All finalists' products are exhibited at the Awards Luncheon, as the San Diego technology community celebrates the tremendous amount of innovation taking place in the region.
- Finalists receive considerable press coverage.

"There is no greater honor for one's work than to be recognized by one's peers either in business or science. The MIP Award certainly does that by bringing the two together." —Jerry Caulder, CEO, Akkadi

—Jerry Caulder, CEO, Akkadix Corp.

"Nextec was proud to participate in such a prestigious event. It gave our whole company a chance to come out of our labs and rub elbows, share stories and compete with our fellow entrepreneurs. Winning our category was a terrific feeling shared by all our associates who work so hard to make it happen! "

—Peter Ellman, President & CEO, Nextec Applications, Inc.

Entries will be judged based on the following criteria:

1. The amount of innovation (i.e. it helps the customer perform a task quicker, more easily, more efficiently, or it is more economical);
2. Whether the product represents a substantial advance in technology over what was previously available; and
3. Whether the product has great potential for commercial success.

Finalists and winners are selected by a panel of judges with expertise in a variety of high technology fields. If you have questions or need more information, call UCSD CONNECT at 858-0534-6114 or e-mail connectinfo@ucsd.edu.

PREVIOUS RECIPIENTS

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

Advanced Tissue Sciences Inc.	Orincon Technologies, Inc.
American Innovision, Inc.	Pacific Communications Sciences, Inc.
ANDATACO	Peregrine Semiconductor
Applied Digital Access, Inc.	PersonaLogic, Inc.
Aptex Software Inc.	Proxima Corporation
ATCOM/INFO	Pyxis Corporation
Athens Corporation	QUALCOMM
Azron	Quantum Magnetics
Biomagnetics Technologies, Inc.	Quantum Materials, Inc.
Biosite Diagnostics, Inc.	ROKENBOK Toy Company
ComStream	San Diego Gas & Electric
Cymer, Inc.	SAIC
GAMMA-METRICS	SCS Corporation
Gensia Sicor Inc.	Select Tee Times
Gryphon Software Corp.	Simpect, Inc.
HNC Software Inc.	Strain Monitor Systems, Inc.
IDEC Pharmaceuticals, Inc.	Stratagene
Laser Diagnostic Tech., Inc.	Tudor Publishing
Malek, Inc.	VORAD Safety Systems, Inc.
Maxwell Technologies	XLNT, Inc.
Mycogen Corp.	XXsys Technologies, Inc.
Nextec Applications, Inc.	

CATEGORIES

- Entertainment & Leisure**
This category is for innovative technology-based products used for entertainment, such as multi-media games, virtual reality games, and sports products made using high technology materials.
- General Business**
For products that make innovative use of technology in commercial, industrial or consumer applications.
- High-Tech Electronics**
Includes computer hardware, peripherals & semiconductors.
- Internet**
Includes products and web pages that offer an innovative service.
- Life Sciences**
Includes biomedical products & devices, instrumentation, and health care services.
- Software**
Includes updates and enhancements if made during the past year.
- Telecommunications**
Includes wireless, satellite systems, telephones, and software related to telecom.

INSTRUCTIONS

Entry deadline: September 20, 1999.
All entries must include:

- Fifteen packets including brochures and/or technical overviews of the product and fifteen copies of the application.
- Fifty-word description of the product. This will be used in the luncheon program.
- List of people involved in developing the product.
- Camera-ready logo for the company or product.

Attach additional pages if extra space is needed. Send to UCSD CONNECT, c/o MIP, 9600 North Torrey Pines Rd., La Jolla, CA 92093-0176, or fax to 858-552-0649.

APPLICATION FORM

COMPANY NAME _____

APPLICANT'S NAME _____ WEBSITE ADDRESS _____

COMPANY ADDRESS _____

PHONE / FAX / E-MAIL _____

COMPANY CEO _____

PRODUCT NAME _____

CATEGORY (please check one)

☐ ENTERTAINMENT & LEISURE ☐ GENERAL BUSINESS ☐ HIGH-TECH ELECTRONICS ☐ INTERNET

☐ LIFE SCIENCES ☐ SOFTWARE ☐ TELECOMMUNICATIONS

BRIEF PRODUCT DESCRIPTION (what makes this product innovative? for example, does it help the customer perform a task more easily, quickly, efficiently or safely? Is it more economical?) Maximum 50 words

DOES THE PRODUCT REPRESENT A SUBSTANTIAL ADVANCE OVER WHAT WAS PREVIOUSLY AVAILABLE? IF SO, WHY?

EXISTING CUSTOMERS: _____

DATE PRODUCT FIRST SOLD (to be eligible, product must have been developed or manufactured in the Tijuana-to-Temecula region and sold between 2/16/98 and 9/15/99)

MARKET SIZE (ESTIMATE) _____ PRICE RANGE _____ # OF UNITS SOLD TO DATE _____

HOW DID YOU LEARN ABOUT THE 1999 MOST INNOVATIVE NEW PRODUCTS AWARDS?

☐ AD (SPECIFY) _____ ☐ PERSONAL CONTACT (SPECIFY) _____

☐ UCSD CONNECT NEWSLETTER ☐ RECEIVED BROCHURE IN THE MAIL