

# The Art of Innovation

## UCSD CONNECT MIP Awards Ceremony Coming Soon

The CONNECT Most Innovative New Product (MIP) Awards is coming December 5 at the Sheraton Harbor Island. <sup>where</sup> Finalist products in five categories will be honored for innovation, market promise and           . Between 700 and 1000 San Diego business leaders, entrepreneurs, venture capitalists, angel investors, and members of the press are expected to attend one of the largest, most prestigious business events in the region.

MIP finalist companies and products that are vying for awards, by category, are:

Hardware/Physical Device -- Quantum Magnetics, i-Portal 100 weapons detector: Quickly, accurately, and inconspicuously pinpoints and highlights the exact location of concealed weapons as a person walks through an entrance. Path 1 Network Technologies, Professional Video Gateway: Transports broadcast-quality video over IP networks. First product that conditions Internet Protocol (IP) networks from the ends to enable true network convergence. NurLogic Design, ND 3007/ ND 3008: Transmits and receives ICs for parallel fiber optic applications. These 48-channel PMD (physical media dependent) VLSI devices contain a 2-D array of VCSEL modulators and photodetector amplifiers. With high speed impedance-controlled CML I/O interconnections, they offer 4 times more PMD channels than currently available.

Life Sciences -- Qualigen, FastPack System: The first blood testing system designed specifically to perform laboratory quality quantitative immunoassay tests in physician offices. MagneVu, MagneVu 1000 Portable MRI: Provides noninvasive, extraordinary views inside the human body without the use of ionizing radiation. NuVasive, INS-1 Intraoperative Nerve Surveillance System: Provides spinal nerve monitoring for reducing the incidence of injury to lumbar or sacral nerve roots during lumbar fusion surgery.

Software -- Velocigen, VelociGenX Web Services platform: Leverages advanced software technologies (such as XML, SOAP, WSDL, etc) to solve IT integration problems that would have been too time, labor and cost prohibitive to consider until now. WIDCOMM, BTW: A complete communications software solution for adding Bluetooth wireless technology to Microsoft Windows operating system platforms. Zucotto Wireless, WHITEboard Software Development Kit Blue: Provides a complete development environment for creating and testing wireless Java applications for mobile devices.

General Technology -- MedUnite, MedUnite Product Suite: Offers a real-time transaction system to enable healthcare providers to use a standardized approach to send and receive physician referrals, etc. using a standard Internet gateway. Easy Wireless, PIN Dynamic Provisioning System: An Internet based PIN distribution system providing for the distribution of prepaid pins in real time to retailers and distributors of prepaid services. Callaway Golf, Callaway Golf Custom Fitting Solution: A software-driven system for designing custom fitting golf clubs.

Telecommunications/Wireless -- QUALCOMM, Binary Runtime Environment for Wireless (BREW): Thin applications environment that provides an open, standard platform for wireless devices. Platform allows rapid development of a wide variety of applications that users will be able to download from carrier networks over the air onto any BREW-enabled phone. Sensoria, Sensoria Telematics Environment: Standards-based platform for delivering next-generation telematics services over conventional cellular, Bluetooth and 802.11b wireless LAN connections. AirFiber, OptiMesh: Delivers broadband services over the air using beams of light without digging trenches to install fiber or acquiring expensive microwave licenses.

Gray Cary, "Technology's Legal Edge," has been MIP's lead sponsor for four years. Other sponsors include PricewaterhouseCoopers, CB Richard Ellis, Fleishman-Hillard, KPBS, Marsh, Sempra Energy,

and The San Diego Union-Tribune.

The MIP Awards Luncheon will be held on Wednesday, December 5 from 10:00 a.m. to 2:00 p.m. at the Sheraton Harbor Island. Governor Davis, of his own accord, has offered to write a letter of commendation to each winner. Seating is still available, ~~the cost is~~ \$650 for a table of 10 or \$75 per person. To register and for more information about MIP and the 2001 finalists, visit <http://www.connect.org/programs/mip>.

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