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2012 EDISON AWARDS WINNERS ANNOUNCED

Event Showcases the Best of 21st Century Innovation

New York, NY – April 27, 2012 – The Edison Awards, celebrating 25 years of honoring the successful development and launch of game-changing new products and services, announced its 2012 winners last night. Hundreds of executives representing world-recognized brands as well as up and coming companies gathered to celebrate exceptional innovation in 15 categories and industries.

Being recognized with an Edison Award is one of the highest accolades a company can receive in the name of innovation and business. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements changed the world, garnered him 1,093 U.S. patents, and made him a household name.

“As the pace of innovation quickens and the ‘race to next’ becomes ever more competitive, it's increasingly important to take a moment to recognize excellence in innovation and greatness in the innovators who make our future,” said Thomas Stat, 2012 Edison Awards Steering Committee Chairman.

The nominees were judged by a panel of more than 3,000 leading business executives including past award winners, members of the Marketing Executives Networking Group (MENG), academics and leaders in the fields of product development, design, engineering, science and medicine. The nominees were judged on a new set of evaluation criteria developed in partnership with Nielsen. The new criteria establish a new definition of innovation, leveraging the primary assessment themes of Concept, Value, Delivery and Impact.

The highlight of the Edison Awards Gala was the presentation of the prestigious Edison Achievement Award to Chris Anderson, TED Curator, as well as an Edison Lifetime Achievement Award in tribute to Steve Jobs. These awards honor innovative leaders and business executives who have had a significant impact and have made a lasting contribution to innovation throughout their careers.

About The Edison Awards

The Edison Awards represent the spirit of innovation personified by Thomas Edison, inspiring America's drive to remain in the forefront of creativity and ingenuity in the global economy. Sponsors of the 2012 Edison Awards include Nielsen, USA TODAY, Discovery Communications, SCIENCE, CSRware, applepeak and ViridiSTOR. For more information about the Edison Awards, visit www.edisonawards.com.

A complete list of 2012 winners follows:
APPLIED TECHNOLOGY

Game Changer
GOLD   IBM Watson Solutions

Power Management
GOLD   Fulton Innovation eCoupled™ Intelligent Wireless Power
SILVER Cooper Wiring Devices Combination USB Charger Receptacle
BRONZE Craftsman® NEXTEC QuickBoost™ Charger

Research Tools
GOLD   Nielsen Online Campaign Ratings™
SILVER Honest-Signals Psychological Sensing Systems by Cogito Corporation
BRONZE Moskowitz Jacobs Mind Genomics/IdeaMap®.Net

Smart Systems
GOLD   Nexia™ Home Intelligence
SILVER Craftsman® AssureLink™

CONSUMER PACKAGED GOODS

Food
GOLD   MIO Liquid Water Enhancer
SILVER Orville Redenbacher’s Pop-Up Bowl
BRONZE Duncan Hines® Frosting Creations™

Household
GOLD   Tide Pods
SILVER Flings® Pop-Up Trash & Recycling Bins
BRONZE  bobble jug

**Personal Care**

GOLD  Philips Sonicare AirFloss
SILVER  GLO Brilliant® Personal Teeth Whitening Device
BRONZE  Crest® 3D White Intensive Professional Effects Whitestrips

**EDISON GREEN AWARD**

**Implementation**

GOLD  Volkswagen Group of America, Chattanooga Operations
SILVER  Vodafone McLaren Mercedes
BRONZE  Langson Energy Gas Letdown Generator

**Program**

GOLD  ConAgra Foods & Forgotten Harvest
SILVER  Journey to Sustainability by Newark Public Schools
BRONZE  Johnson Controls

**ELECTRONICS & COMPUTERS**

**Computing Solutions**

GOLD  Memjet technologies
SILVER  Tabula® ABAX®
BRONZE  Motorola Solutions Wall Plate Access Point

**Entertainment**

GOLD  Logitech Harmony® Link
SILVER SkyProdigy Computerized Telescope
BRONZE Logitech® UE™ Air Speaker

Photography/Imaging
GOLD Lytro
SILVER ZionEyez Eyez Glasses
BRONZE Recon Instruments MOD Live

Smart Devices
GOLD iPhone 4s
SILVER DROID RAZR
BRONZE Kindle Fire

ENERGY & SUSTAINABILITY
Automotive/Transportation
GOLD TTS Zero-Emission Class 8 Hydrogen Truck
SILVER Energy Xtreme Independence Package
BRONZE KLD Energy Technologies Electric Motor System

Building Materials
GOLD DOW POWERHOUSE™ Solar Shingles
SILVER FORTECO™
BRONZE Indow® Windows

Power Generation/Utilization
GOLD PolyPlus Lithium-Air and Lithium-Water Batteries
SILVER Tremont Electric nPower® PEG
BRONZE  Kiverdi Carbon Engineering™

Smart Systems
GOLD  Nest Learning Thermostat
SILVER  SWITCH75
BRONZE  Johnson Controls Panoptix™ solution

INDUSTRIAL DESIGN

Household
GOLD  Dyson Hot + Cool
SILVER  TikTok + LunaTik
BRONZE  WordLock®

Tools
GOLD  Lift'n Buddy®
SILVER  The Kobalt Double-Drive
BRONZE  Slice Box Cutter

INNOVATIVE SERVICES

Apps/Online Tools
GOLD  Transclick™ Mobile Translation Apps Infrastructure
SILVER  Ideomed® Abriiz™
BRONZE  Chicago Traffic Tracker

Business/Communications
GOLD  ViridiSTOR® Green Box® Solution
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<td>Carbonite Business</td>
<td>Appcelerator Titanium™</td>
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<td>Gold OnStar First Assist</td>
<td>Silver Rave Mobile Safety Smart911</td>
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GOLD  Godrej & Boyce Manufacturing chotuKool
SILVER  Whirlpool Corporation ACE
BRONZE  RuralShores

LIVING, WORKING & LEARNING ENVIRONMENTS

Collaborative Networks & Support
GOLD  Kern Entrepreneurship Education Network
SILVER  Regina Dominican Preparing Women for Global Leadership Program
BRONZE  Inquus Corporation OpenStudy

Curriculum/Educational Programs
GOLD  The 21st Century Youth Project by Emile Cambry, Jr.
SILVER  Discovery Education K-8 Science Techbook
BRONZE  Innovation 101 Digital Educational Module by The Henry Ford

MATERIAL SCIENCE

Enhanced Functionality
GOLD  Corning® Gorilla® Glass
SILVER  Liquipel
BRONZE  T-Ink Smart InMold™

Safety & Sustainability
GOLD  BoralPure™ Technology Smog Eating Tile
SILVER  PURET™ Self-Cleaning, Air-Purifying Solutions
BRONZE  XyloBag™
MEDIAVISUAL COMMUNICATION

Business/Communications

GOLD  Citrix® GoToMeeting®
SILVER  iMeet
BRONZE  Polycom® RealPresence® Mobile

Content Display

GOLD  Cybertecture® Mirror
SILVER  LG CINEMA 3D
BRONZE  VIZIO Theater 3D™

Mass Media

GOLD  MLB Network® BallPark Cam system
SILVER  Everloop.com

NEW RETAIL FRONTIERS

GOLD  Tide Dry Cleaners®
SILVER  KinekPoint

SCIENCE/MEDICAL

Analytic Systems

GOLD  CardioDx Corus® CAD Gene Expression Test
SILVER  3M Food Safety Aerobic Procedure for Lactic Acid Bacteria
BRONZE  InvivoSciences Tissue-based compound screening

Apps/Online Tools

GOLD  Telcare Blood Glucose Monitoring System
SILVER  ZocDoc
BRONZE Clinical Message™ by QRS and the CICC

Assistive Devices
GOLD Ekso Bionics
SILVER Starkey Hearing Technologies AMP®
BRONZE GEAR4 Renew SleepClock
BRONZE Midmark SleepView® Monitor and Portal

Diagnostic Aids
GOLD SCALEVIEW™
SILVER NETRA-G
BRONZE MelaFind®

Pharmaceuticals
GOLD Selecta Biosciences Synthetic Vaccine Particles™
SILVER Adimab Human Monoclonal Antibody Discovery Platform
BRONZE pharmaCline Diabecline® antibiotic
BRONZE Intersect ENT PROPEL™ Mometasone Furoate Implant

Surgical Aids
GOLD Abbott Absorb
SILVER Ethicon Endo-Surgery Percutaneous Surgical Set
BRONZE CardioKinetix Parachute™

THOMAS A. EDISON MARKETING AWARD
GOLD Domino Project
SILVER HubSpot
SILVER YouTube Space Lab
TRANSPORTATION

Electric Vehicles
GOLD          Ford Focus Electric
SILVER        Fisker Karma EVer™
BRONZE        Vision Motor Corp Tyrano

Safety/Security
GOLD          OnStar For My Vehicle
SILVER        Nissan Motor Company Back-up Collision Intervention
BRONZE        HeistProof® Keyless Information Security System

Technology Systems
GOLD          SpaceX Falcon 9 rocket and Dragon spacecraft
SILVER        Boomerboard WaveJet Propulsion System
BRONZE        ECOtality Blink Level 2 charger

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