

FOR IMMEDIATE RELEASE

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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

SILVER Carbonite Business
BRONZE Appcelerator Titanium™

Personal Safety/Security

GOLD OnStar First Assist
SILVER Rave Mobile Safety Smart911
BRONZE Webroot® SecureAnywhere™

Social Innovation

GOLD GiveForward fundraising pages
SILVER Ygrene Clean Energy Finance Model
SILVER GoodSearch
BRONZE CBS EcoMedia EcoAd Program

LIFESTYLE & SOCIAL IMPACT

Health & Wellness

GOLD GE Adventure Series
SILVER applepeak Wellness Record
BRONZE HealthCoach by inHealth

Quality of Life

GOLD PixelOptics™ emPower!
SILVER 3M™ Kind Removal Silicone Tape
SILVER HopeFULL Gift Pack®
BRONZE SimplyHome System

Social Impact

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 21 st 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	PURETi™ Self-Cleaning, Air-Purifying Solutions
BRONZE	XyloBag™

MEDIA/VISUAL 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

BRONZE Nielsen Catalina Solutions Single Source+ Advertising Analytics

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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