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2011 EDISON AWARDS WINNERS ANNOUNCED
Top Names in Innovation Honored at Edison Awards Gala in New York City

Chicago, IL (April 5, 2011) – Winners of the 2011 Edison Awards' Best New Product Awards™ were announced today at the historic Capitale Ballroom in New York City. The sold-out event brought hundreds of top level executives from some of the world's most recognized companies together to recognize the most innovative products and services introduced to the marketplace in the past year.

"More than any year, this year's award winners demonstrate the enormous value of teamwork, experimentation, consumer focus and market awareness," said Tom Stat, Executive Director, Edison Universe. "I'm especially pleased that so many of our 2011 award winners are innovating around innovation itself by focusing on education, market collaboration and open innovation. These honored award winners show that by stimulating our natural curiosity, fueling our drive for discovery and sparking our need to innovate, no challenge is too big and opportunities abound. Edison himself would be very, very proud."

Coca-Cola was recognized with two Edison Awards this year, including the Silver Award in the Packaging category for their PlantBottle® packaging, a bottle that functions like a regular plastic bottle but is made with 30% of plant-based materials resulting in a lighter footprint on the planet. Coca-Cola Freestyle®, a fountain drink dispenser that allows you to choose from over 100 beverage options, received a Gold Award in the New Retail Frontiers category.

Ford Motor Company was the front-runner in several categories, including Remote Driving Aids, In-Car Driving Aids, and Applied Technology. The brand received three Gold Awards and one Silver Award for its MyKey, MyFord Touch, Rear Inflatable Seat Belts, and SYNC AppLink, respectively.

Ford was also spotlighted on the evening's program when its President & CEO, Alan Mulally, was bestowed with the prestigious 2011 Edison Achievement Award.

"It is a very special honor to receive the Edison Achievement Award on behalf of the skilled and motivated Ford team," said Alan Mulally. "The relationship between Henry Ford and Thomas Edison inspired generations to dream of the possible. At Ford, we continue that work each day so we can serve our customers around the world with the very best cars and trucks. Through the spirit of innovation and the commitment to continuous improvement, we are delivering on the original and compelling vision of Henry Ford to 'Open the Highways to All Mankind'."

Another outstanding innovator, John Hendricks, Founder & Chairman of Discovery Communications, was likewise celebrated with a 2011 Edison Achievement Award. Both leaders have made significant and lasting contributions to innovation throughout their careers.

"It is truly humbling to receive an award named after one of the greatest innovators in history, Thomas Edison, and to be recognized in the same company with the other incredible thinkers and innovators receiving Edison awards this year," said John Hendricks. "For over 25 years, Discovery Communications has been dedicated to satisfying our viewers' innate curiosity with stories of discovery and innovation. Along with the 4,000 Discovery employees around the globe, I look forward to continuing that mission for many years to come."

The ballot of nominees for the Edison Best New Product Awards™ was judged by more than 2,000 members of the not-for-profit Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. In a comprehensive peer-review process, the nominees were judged on Marketplace Innovation, Marketplace Success, Technological Innovation, Market Structure Innovation, Societal Impact and Design Innovation.

A complete list of Edison Best New Product Award winners by category follows:

APPLIED TECHNOLOGY

Gold = Ford Rear Inflatable Seat Belts by Ford Motor Company

Silver = AirOPack® Pressure Control Device by AirO-Lux AG

Bronze = MONAX™ 3G Wireless Communication Systems by Lockheed Martin

Finalist = eCoupled by Fulton Innovation

Finalist = Fisher® Control-Disk™ Rotary Valve by Emerson Process Management

CONSUMER PACKAGED GOODS

Consumer Drug

Gold = AccuDial by Accudial Pharmaceutical, Inc.

Silver = Colgate® Sensitive Pro-Relief™ by Colgate-Palmolive Company

Food

Gold = Healthy Choice® steaming entrees by ConAgra Foods®

Silver = Starbucks VIA® Ready Brew by Starbucks Coffee Company

Bronze = Wrigley's Extra Dessert Delights by Wm. Wrigley Jr. Co.

Finalist = Marie Callender's® Bakes by ConAgra Foods®

Household

Gold = bobble by Move Collective LLC

Silver = Filtrete™ Water Station by 3M™

Bronze = Purex Complete Crystals Softener by Henkel

Finalist = Shield by The Tile Doctor®

Personal Care

Gold = CYTOMIMIC™ Technology - NEUTROGENA CLINICAL™, RoC®, BRILLIANCE™, SUBLIME ENERGY™, e-pulse™, and AVEENO® AGELESS VITALITY™ by Johnson & Johnson Consumer Companies Inc.

Silver = Gillette® Fusion® Pro Glide™ by Gillette

Bronze = Lotus Shield by Avon

EDISON GREEN AWARD

Gold = Preserve

Silver = Johnson County Community College

Bronze = Kaiser Permanente

Finalist = 350.org

Finalist = Paint Shop at Volkswagen Plant in Chattanooga, TN by Volkswagen Group of America, Chattanooga Operations LLC

ELECTRONICS AND COMPUTERS

Handheld Devices

Gold = Apple iPad by Apple, Inc.

Silver = HTC EVO 4G by Sprint

Bronze = Kodak EasyShare M590 Camera by Eastman Kodak Company

Locational Technologies

Gold = Hawk i™ Video Aiming Device by API Technologies Corp.

Silver = Kinect for Xbox 360 by Microsoft Corp.

Bronze = Parrot AR.Drone by Parrot

3D Systems

Gold = Sony BRAVIA XBR-52HX909 by Sony Electronics Inc.

Silver = Sharp AQUOS Quattron 3D LED LCD TV by Sharp Electronics Corp.

ENERGY & SUSTAINABILITY

Lighting & Lighting Controls

Gold = GE energy smart LED A19 Bulb by GE Lighting

Silver = Redwood Engine™ by Redwood Systems, Inc.

Bronze = C-L Dimmer™ by Lutron Electronics

Packaging

Gold = TerraSkin® by Design & Source Productions, Inc.

Silver = PlantBottle® Packaging by The Coca-Cola Company

Bronze = Replenish Reusable Bottle System by Replenish

Finalist = Kuredux™ PGA by Kureha Corporation

Sustainable Power Systems

Gold = SolarBridge AC Module System by SolarBridge Technologies

Silver = SkyBuilt's Mobile Power Station by SkyBuilt Power, Inc.
Bronze = VARTA Start-Stop Battery by Johnson Controls

INDUSTRIAL DESIGN

Gold = Convertible Clamshell by HAVI Global Solutions(SM)
Silver = Master Lock® 1500iD Speed Dial™ Combination Lock by Master Lock Co.
Bronze = Speed Concept by Trek Bicycle Corp.
Finalist = SOLON™ Compost System by BLANCO
Finalist = Linden™ Kitchen Faucet with Multi-Flow™ by Delta® Faucet Company

INNOVATIVE SERVICES

Health, Wellness & Safety

Gold = American Well™ Online Care, Practice Edition by American Well™, Inc.
Silver = The MedApps® Mobile Wireless Health Monitoring System by MedApps
Bronze = ZPass™ by Zonar Systems

Online Services & Apps

Gold = inno360™ by inno360, Inc.
Silver = Online DIY Qualitative Research by GutCheck
Bronze = Yowza!!(R) by Yowza International Inc.

LIFESTYLE & SOCIAL IMPACT

Gold = Economic Empowerment for Afghan Women by ARZU STUDIO HOPE
Silver = C.H.E.F.S. Culinary Training Program by Episcopal Community Services
Bronze = Söyu™ Natural Teas by Söyu Naturals LLC

LIVING, WORKING & LEARNING ENVIRONMENTS

Higher Education Systems

Gold = Center for Advanced Professional Studies by Blue Valley School District
Silver = College Unbound by Big Picture Learning

Employee & Community Learning Spaces

Gold = Emerson Innovation Center, Fisher® Technology by Emerson Process Management
Silver = The Keller Futures Center by Grand Rapids Community College
Bronze = media:scape® by Steelcase

Employee Learning Systems

Gold = Design Thinker: Experience Innovation by ExperiencePoint
Silver = Employee Spaces™ by Moxie Software Inc.
Bronze = Motorola ES400 Enterprise Digital Assistant by Motorola Solutions

MEDIA & VISUAL COMMUNICATIONS

Gold = Avatar Virtual Production Methodology by Lightstorm Entertainment
Silver = MobiTV Accelerated Media Platform, MobiTV AMP by MobiTV, Inc.

Bronze = Logitech Alert 750i Master System by Logitech
Finalist = Logitech HD Pro Webcam C910 by Logitech
Finalist = Logitech TV Cam by Logitech

NEW RETAIL FRONTIERS

Gold = Coca-Cola Freestyle® by The Coca-Cola Company
Silver = Nike Retail Experience, by Nike
Bronze = Disney Stores Worldwide by The Walt Disney Company

SCIENCE & MEDICAL

Diagnostic Aids

Gold = TAP Blood Access Technology by Seventh Sense Biosystems, Inc.
Silver = picoSpin-45 NMR Spectrometer by picoSpin LLC
Bronze = 3M Integrated Cyclor and Simplexa by 3M Company and Focus Diagnostics

Surgical Aids

Gold = MitraClip® System by Abbott
Silver = Symplicity® Catheter System™ by Medtronic Ardian
Bronze = Viper® Spinal Fixation and Correction System by DePuy Spine

Handheld or Miniaturized Devices

Gold = Phrazer™ by GeaCom, Inc.
Silver = NOMAD Pro Handheld X-ray System by Aribex, Inc.
Bronze = SoundLens™ Hearing Aid by Starkey Laboratories, Inc.

Game Changers

BIND Targeted Nanoparticles by BIND Biosciences
First Synthetic Bacterial Cell by the J. Craig Venter Institute

TRANSPORTATION

Personal Transportation

Gold = Chevrolet Volt
Silver = The Copenhagen Wheel by SENSEable City Lab
Bronze = Nissan LEAF™ by Nissan Motor Co., Ltd.

Remote Driving Aids

Gold = MyKey by Ford Motor Company
Silver = OnStar MyLink by OnStar

In-Car Driving Aids

Gold = MyFord Touch by Ford Motor Company
Silver = SYNC AppLink by Ford Motor Company
Bronze = Go Green Auto Rally by Dojupa, LLC

The 2011 Edison Awards are sponsored by The Nielsen Company, Discovery Communications, Science Channel, Spencer Trask and USA Today. The Edison Awards are granted under the aegis of the Thomas A. Edison Papers at Rutgers University. For more information about the Edison Awards and a list of past winners, please visit www.edisonawards.com.

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