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For More Information,
Contact: Kimberly Eberl
773-697-4280, kimberly@motionpr.net

EDISON AWARDS ANNOUNCES 2012 FINALISTS

Celebrating 25 Years of Honoring Innovation and Innovators

Chicago, IL – February 13, 2012 – The Edison Awards, celebrating its 25th year, has announced its finalists for the internationally renowned 2012 Edison Best New Product Awards. Since 1987, The Edison Awards have recognized ideas at the forefront of new products, services, marketing, design and innovation. Winning an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business.

“The Edison Awards provide an exclusive platform for honoring innovation, recognizing innovators, and encouraging ongoing innovation among today’s development teams, researchers, designers, ‘intrapreneurs’ and entrepreneurs.” says Thomas Stat, the 2012 Edison Awards Steering Committee Chairman. “We’re inspired by our 2012 finalists and delighted to have this opportunity to recognize and promote the outstanding accomplishments they represent.”

The awards are named after Thomas Alva Edison (1847-1931) whose extraordinary new product development methods and innovative achievements garnered him 1,093 U.S. patents and made him a household name around the world. The ballot of nominees for the Edison Best New Product Awards™ is judged by a panel of more than 3,000 individuals, including members of the Marketing Executives Networking Group (MENG), an organization comprising America’s top marketing professionals and academics. The panel also includes professionals from the fields of product development & design, engineering, science and education.

This year, the nominees were judged on a new set of evaluation criteria developed in partnership with Nielsen. These new criteria establish a new definition of innovation, leveraging the primary themes of *Concept, Value, Impact and Delivery*.

Winners of the Gold, Silver and Bronze Edison Awards will be announced April 26, 2012 at the Capitale in New York. The annual Edison Awards program encompasses multiple events over a two-day period including *an Opening Reception, Meet the Innovators Forum, Innovator’s Showcase* and the *Awards Gala*, where the Awards will be presented.

About the Edison Awards

The 2012 Edison Awards are sponsored by Nielsen, Discovery Communications, Science Channel, USA Today, CSRware and applepeak. For more information about the Edison Awards visit www.edisonawards.com.

The Finalists are as follows:

ENERGY & SUSTAINABILITY

Automotive/Transportation

Energy Xtreme Independence Package
KLD Energy Technologies Electric Motor System
Transportation by Total Transportation Services

Building Materials

Indow Windows®
FORTECO by Lightweight Structures
DOW POWERHOUSE Solar Shingles

Power Generation/Utilization

Kiverdi Carbon Engineering
PolyPlus Lithium Air and Lithium Water Batteries
Tremont Electric nPower® PEG

Smart Systems

The Panoptix™ Solution by Johnson Controls
Nest Learning Thermostat
SWITCH75

SCIENCE/MEDICAL

Analytic Systems

3M Food Safety Aerobic Testing Procedure for Lactic Acid Bacteria
CardioDX Corus® CAD blood-based gene expression test
Invivo Sciences Tissue-based compound screening

Apps/Online Tools

QRS and the Centre for Innovation in Complex Care Clinical Message
Telcare Blood Glucose Monitoring System
ZocDoc

Assistive Devices

Ekso by Ekso Bionics
GEAR4 Renew SleepClock
Midmark SleepView Monitor and SleepView Portal
Starkey Laboratories AMP™

Diagnostic Aids

EyeNETRA
MelaFind by MELA Sciences
SCALEVIEW by Olympus

Pharmaceuticals

Adimab Human Monoclonal Antibody Discovery Platform
Intersect ENT PROPEL™ Mometasone Furoate Implant
pharmaCline Diabecline
Selecta Biosciences Synthetic Vaccine Particles (SVP)™

Surgical Aids

Abbott ABSORB
CardioKinetix PARACHUTE
Endo-Ethicon Percutaneous Surgical Set (PSS)

TRANSPORTATION

Technology Systems

Boomerboard WaveJet Propulsion System
ECotality Blink Level 2 charger
SpaceX Falcon 9 rocket and Dragon spacecraft

Safety/Security

HeistProof Keyless Information Security System
Nissan Back-up Collision Intervention
OnStar For My Vehicle (FMV)

Electric Vehicles

Fisker Karma EVer

2012 Ford Focus Electric
Vision Motor Corp. Tyrano™

APPLIED TECHNOLOGY

Game Changer

IBM Watson

Power Management

Cooper Wiring Combination USB Charger Receptacle
Craftsman NEXTEC QuickBoost™ Charger
eCoupled Intelligent Wireless Power

Research Tools

Cogito Corporation
Mind Genomics Ideamap.net
Nielsen Online Campaign Ratings

Smart Systems

Craftsman AssureLink
Nexia™ Home Intelligence

EDISON GREEN AWARD

Program

Johnson Controls, Inc.
ConAgra Foods & Forgotten Harvest
Newark Public Schools Journey to Sustainability

Implementation

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

LIFESTYLE & SOCIAL IMPACT

Health & Wellness

applepeak Wellness Record
GE Adventure Series
inHealth HealthCoach

Quality of Life

3M™ Kind Removal Silicone Tape
Pixel Optics emPower!
SimplyHome
The HopeFULL Gift Pack

Social Impact

ChotoKool by Godrej & Boyce Manufacturing Co.
Rural Shores Business Services
Whirlpool Ace

NEW RETAIL FRONTIERS

KinekPoint by Kinek
Tide Dry Cleaners®

CONSUMER PACKAGED GOODS

Personal Care

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

Food

Orville Redenbacher's Pop Up Bowl
MiO Liquid Water Enhancer
Duncan Hines Frosting Creations

Household

bobble jug
Tide Pods
Flings Pop-Up Trash & Recycling Bins

LIVING, WORKING & LEARNING ENVIRONMENTS

Collaborative Networks & Support

Kern Entrepreneurship Education Network
OpenStudy
Regina Dominican Preparing Women for Global Leadership Program

Curriculum/Educational Programs

21st Century Youth Project
Discovery Education Science Techbook
The Henry Ford Innovation 101 digital curriculum

INDUSTRIAL DESIGN

Household

Dyson Hot fan heater
TikTok + LunaTik
WordLock

Tools

Lift'n Buddy
Kobalt 29-Piece Double-Drive Screwdriver Set
Slice Box Cutter

ELECTRONICS & COMPUTERS

Computing Solutions

Memjet Technologies
Motorola WallPlate Access Point
Tabula ABAX

Entertainment

SkyProdigy Computerized Telescope
Logitech Harmony® Link

Photography/Imaging

Lytro
Recon Instruments MOD Live
ZionEyez Eyez Glasses

Smart Devices

Kindle Fire
iPhone 4s with Siri
DROID RAZR

INNOVATIVE SERVICES

Apps/Online Tools

Chicago Traffic Tracker
Ideomed Abriiz
Transclick Mobile Translation Apps

Business/Communications

Appcelerator Integrated Mobile Platform
Carbonite Business
ViridiSTOR Green Box Solution

Personal Safety/Security

OnStar First Assist
Rave Mobile Safety Smart911
Webroot® SecureAnywhere™

Social Innovation

CBS EcoMedia
GiveForward
GoodSearch
Ygrene Energy Finance

MATERIAL SCIENCE

Enhanced Functionality

Corning® Gorilla® Glass
Liquipel
Smart InMold by T-Ink

Safety & Sustainability

BoralPure™ Technology Smog Eating Tile
XyloBag
PURETI

MEDIA/VISUAL COMMUNICATION

Business/Communications

Citrix® GoToMeeting® with HDFaces™
PGi iMeet
Polycom® RealPresence™ Mobile

Content Display

James Law Cybertechnure Mirror
LG CINEMA 3D
VIZIO Theater 3D™

Mass Media

Everloop.com
Media-Sync
MLB Network BallPark Cam system

THOMAS A. EDISON MARKETING AWARD powered by MENG

HubSpot All-in-one Inbound Marketing Software
Nielsen Catalina Solutions Single Source + Performance Analytics
The Domino Project
YouTube Space Lab

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