



## FOR IMMEDIATE RELEASE

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### **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](http://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

### **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

### **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 Cybertecture Mirror  
LG CINEMA 3D  
VIZIO Theater 3D™

#### Mass Media

Everloop.com  
Media-Sync  
MLB Network BallPark Cam system

### **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)

**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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