



FOR IMMEDIATE RELEASE

CONNECT Announces San Diego's Most Innovative New Products of 2010 *San Diego Technology, Life Sciences, Cleantech, and Action and Sport Companies* *Honored for Excellence, Innovation and Industry Impact*

SAN DIEGO, Dec. 10, 2010 - CONNECT, regarded as the world's most successful regional program linking inventors and entrepreneurs with the resources they need for success, today announced the winners of the 23rd Annual Most Innovative New Product (MIP) Awards. More than 800 of San Diego's top executives, entrepreneurs and academics attended the lunchtime event at the Hilton La Jolla Torrey Pines Hotel. For the past 23 years, CONNECT's MIP Awards have served as a benchmark for predicting San Diego's most successful new products.

The MIP Award winners were selected from more than 100 entries, a record number, within eight categories: action and sport technologies, aerospace and security technologies, clean technology, diagnostics and research tools, medical products, software, hardware and general technology and communications and IT.

The 2010 MIP Award winners are:

Action and Sport Technologies: ElliptiGO for ElliptiGO 8S

A high-performance fitness device that emulates the outdoor running experience while eliminating the impact. www.elliptigo.com

Aerospace and Security Technologies: Trex Aviation Systems for FOD Finder

Vehicle mounted technology and software that automatically detects, digitally catalogs and removes foreign object debris from airport runways. www.trexenterprises.com

Clean Technology: Multispark, LLC for PowerSTAR Performance Spark Plug

A simultaneous multi-ignition spark plug that bridges present combustion technology with future alternative fuels today. www.powerstarsparkplugs.com

Communications & IT: PCN Technology, Inc. for IP-485™ Networking Platform

A Networking Platform that repurposes and recycles existing control networks and power systems to simultaneously multiplex new advanced digital TCP/IP data and energy applications, so customers can deploy new applications without having to renovate existing infrastructure. www.pcntechnology.com

Hardware and General Technology: AgigA Tech, Inc. for AGIGARAM™

A new class of non-volatile memory developed to meet the need for higher-density, higher-performance memory for enterprise-class applications. www.agigatech.com

Life Sciences – Diagnostics and Research Tools: NeuroVigil, Inc. for iBrain™

A portable and user friendly brain monitoring device, allowing at-home monitoring of sleep, neurodiagnostics and drug safety evaluations. www.neurovigil.com

Life Sciences – Medical Products: Zogenix, Inc. for Sumavel DosePro

A needle-free subcutaneous drug delivery system for self-administration of a fast acting therapy used to treat the symptoms of migraine headaches. www.zogenix.com

Software: Legend3D for Legend3D's proprietary 2D-to-3D conversion technology

Technology that can convert any 2D feature film, TV series, mobile content, or commercial to 3D with quality that often surpasses 3D capture using cameras. www.legend3D.com

“The true measure of an innovation economy is the volume of research that translates into successful products,” said Duane Roth, CEO of CONNECT. “This year more than 100 new products were nominated – a record year and a sign that San Diego is one of the premier regions in the country for innovation and commercialization.”

In addition to celebrating the most innovative new products of the year, CONNECT also surprised two individuals, **Julia Brown**, for life science, and **Bill Strauss**, for technology, with the **Distinguished Contribution Award**. This special award recognizes individuals in San Diego who, through business activities and community involvement, have encouraged innovation and diversity of thought, thereby supporting the advancement of San Diego entrepreneurs.

The highlight of the MIP Awards was the announcement of the William W. Otterson Award recipient. In memory of CONNECT's founder and first executive director, Bill Otterson, the Otterson Award recognizes technologies or products developed in San Diego that have demonstrated a significant positive impact on quality of life.

This year's **Otterson Award** was presented to **TurboTax®**, the nation's best-selling tax preparation software. TurboTax was developed in San Diego in the mid-1980s by Chipsoft and, since its launch in 1984, has revolutionized the way Americans prepare and file their taxes. Acquired by Intuit Inc. (Nasdaq: INTU) in 1993, TurboTax has introduced industry-leading innovations like the Easy Step Interview and automated data import, making it the No. 1-rated tax software year-after-year. Available for the desktop, online or via mobile device, TurboTax makes it easy for people to get their biggest possible tax refund.

The CONNECT MIP Awards program has been an indicator of the industries and technologies that have stimulated the San Diego economy, from early stage biotechnology companies to the first products generated by the region's telecommunications boom.

About CONNECT

CONNECT is a nonprofit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Since 1985, CONNECT has assisted in the formation and development of over 2,000 companies and is widely regarded as the world's most successful regional program linking inventors and entrepreneurs with the resources they need for success. CONNECT focuses on research institution support, business creation and development, entrepreneurial learning, access to capital, public policy advocacy, awards, recognition and networking. There are more than 40 organizations in 18 countries that have adopted the CONNECT model, including New York City, the UK, Sweden, Norway, Denmark, Australia and India.

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