

FOR IMMEDIATE RELEASE

**CONNECT ANNOUNCES FINALISTS FOR
2011 MOST INNOVATIVE NEW PRODUCT “MIP” AWARDS**

SAN DIEGO - September 27, 2011 - CONNECT, one of the most successful regional programs linking inventors and entrepreneurs with the resources they need for the commercialization of innovative products, today announced the finalists for the 24th annual Most Innovative New Product “MIP” Awards competition.

The CONNECT MIP Awards, San Diego's premier event recognizing innovation in our region, showcases locally-developed, cutting-edge products in eight categories, spanning a wide range of industries. From life-saving medical technologies to the latest action sport creation, the MIP Awards continue to be a leading indicator of the industries and technologies that drive San Diego's innovation economy.

“This year we received a record number of new product nominations, a 35% increase over the past three years. This is a significant indication that San Diego is thriving as an innovation center,” said Duane Roth, chief executive officer at CONNECT. “This year’s finalists represent some of the strongest new products produced locally over the past eighteen months. These companies deserve to be recognized for their entrepreneurial spirit and the contributions their products are making to our city’s economy.”

This year’s 24 finalists were selected from over 140 nominations, and then evaluated by 150 of San Diego’s leading industry experts and business executives in a rigorous, multi-step screening process. The finalists will have the opportunity to display their innovative products at the CONNECT MIP awards luncheon to be held December 9th at the Hilton La Jolla Torrey Pines. There, the eight winners will be announced before an audience of more than 800 of the region’s top business leaders, researchers and capital providers.

The 2011 CONNECT MIP Award finalists are:

Action and Sport Technologies

[Hydroflex™ for Hydroflex Supercharger](#)

[KVA STAINLESS™ for MS2™](#)

[TaylorMade Golf Company, Inc. for R11 Driver](#)

Aerospace and Security Technologies

[Geodetics, Inc. for Geo-ReINAV](#)

[Langford & Carmichael, Inc. for ScenGen](#)

[MicroPower Technologies, Inc. for MPT2500 Rugged-i™](#)

Clean Technology

[Genomatica for Process for High-Volume Chemicals from Renewable Feedstocks](#)

[Noble Environmental Technologies Corporation for ECOR®](#)

[Wildcat Discovery Technologies for 5V Cathode \(CM1\) and Electrolyte \(EM1\)](#)

CONNECT ANNOUNCES FINALISTS FOR 2011 MIP AWARDS

Communications and IT

[Ethertronics for Ether™ 1.2.1](#)

[Kyocera Communications for Kyocera Echo™](#)

[Swarmology, Inc. for Swarm.it](#)

Hardware and General Technology

[Aculon, Inc. for Aculon AL-X and Aculon H1-X Product Series](#)

[LifeProof™ for LifeProof for the iPhone 4](#)

[Memjet for Memjet Technologies](#)

Life Science - Diagnostics and Research Tools

[Biocept for OncoCEE-BR™](#)

[Life Technologies™ for Ion Personal Genome Machine \(PGM™\)](#)

[Targeson, Inc. for Visistar VEGFR2](#)

Life Science - Medical Products

[Hypnoz Therapeutic Devices, Inc. for JED™ Jaw Elevation Device](#)

[IOS Technologies, Inc. for IOS FastScan®](#)

[Optimer Pharmaceuticals for DIFICID™ \(fidaxomicin\)](#)

Software

[FICO™ for Falcon® Fraud Manager 6 Analytics](#)

[MOGL for MOGL](#)

[SwoopThat, LLC for SwoopThat](#)

For more information about CONNECT's MIP Awards and to register to attend, please visit:

<http://www.connect.org/programs/most-innovative-products-award/>

About CONNECT

CONNECT has assisted in the formation and development of more than 3,000 companies in the San Diego region and is widely regarded as one of the world's most successful organizations linking inventors and entrepreneurs with the resources they need for commercialization of innovative products in high tech and life sciences. The program has been modeled in more than 50 regions around the world – most recently in New York City, Bogotá, Colombia and Saudi Arabia. Key to our success has been the unique "culture of collaboration" between research organizations, capital sources, professional service providers and the established industries. CONNECT has been recognized by *Time, Inc.* and *Entrepreneur* magazines and last year received the 2010 Innovation in Economic Development Award from the U.S. Department of Commerce for creation of Regional Innovation Clusters. CONNECT manages the San Diego Innovation Hub (iHub) designated by the state of California Governor's Office of Economic Development in 2010.

Contact:

CONNECT – 858-964-1300

CONNECT ANNOUNCES FINALISTS FOR 2011 MIP AWARDS

Laura Parsons

(858) 964-1302

lparsons@connect.org