

FOR IMMEDIATE RELEASE

2009 Technology Impact Award Finalists Announced *Promises of a Cleaner, More Cost-Efficient Global Economy*

VANCOUVER, BC, May 6, 2009 – Today the BC Technology Industry Association (BCTIA) announced the finalists for the 2009 Technology Impact Awards (TIAs). Marking the award's 15th year, the 2009 finalists reaffirm British Columbia's status as a global leader in innovative software solutions, mobile communications, and energy conservation technologies.

"This year's TIA finalists are making their mark on the world with innovative solutions that are improving productivity and environmental sustainability, while saving their customers millions of dollars every year." observed Pascal Spothelfer, President of the BCTIA. "Innovation and best business practices are essential for our industry to weather the current economic storm. The TIA finalists are representative of the class of companies that come out of a downturn strong and well positioned for the recovery."

Award finalists impact various global markets with technologies that dramatically improve residential and commercial energy efficiency; provide fully scalable software solutions that upgrade business operations and mobile communications; and deliver high-definition surveillance systems to the public and private sectors. Developed with BC ingenuity, finalists also include medical innovations that infuse traditional theory with modern technology, and breakthroughs in aviation intelligence to bring unmanned flight to civilian airspaces to support traditional sectors like forestry, oil & gas, and utility sectors.

The TIAs are broken into three distinct groups: Technology Awards, Company Awards, and Personal Recognition Awards. This year's finalists are:

Excellence in Product Innovation

- Nokia (<http://www.nokia.ca/>)
- Sophos Inc. (<http://www.sophos.com/>)
- Strangeloop Networks Inc. (<http://www.strangeloopnetworks.com/>)

Best Application of Technology

- ACL Services Ltd. (<http://www.acl.com/>),
- Maximizer Software Inc. (<http://www.maximizer.com/>)
- Sempa Power Systems Ltd. (<http://www.sempapower.com/>)

Most Promising Pre-Commercial Technology:

- Heart Force Medical Inc. (<http://www.heartforcemedical.com/>)
- MacDonald, Dettwiler & Associates (MDA) (<http://www.mdacorporation.com/>)
- Switch Materials (<http://www.switchmaterials.com/>)

Most Promising Start-Up

- Energy Aware Technology Inc. (<http://www.energy-aware.com/>),
- Pulse Energy Inc. (<http://www.pulseenergy.com/>)

- Strangeloop Networks Inc. (<http://www.strangeloopnetworks.com/>)

Emerging Company of the Year

- Avigilon Corporation (<http://www.avigilon.com/>),
- Elastic Path Software Inc. (<http://www.elasticpath.com/>)
- Nexterra Energy Corp. (<http://www.nexterra.com/>)

Company of the Year

- PEER 1 (<http://www.peer1.com/>)
- Sierra Wireless (<http://www.sierrawireless.com/>)

Team of the Year:

- Mixpo (<http://www.mixpo.com/>)
- TELUS (<http://www.telus.ca/>)

Other awards to be presented at the Technology Impact Awards Celebration include:

Leadership in Social Responsibility: Awarded for deployment of socially and/or environmentally responsible business practices or projects

Person of the Year Awarded to an individual who has made an outstanding contribution to the technology industry during the year

Winners will be announced on June 17th at the Technology Impact Awards Celebration, at the new state-of-the-art Vancouver Convention Centre, where more than 700 celebrants will extend well-deserved recognition and congratulations to the leaders who are helping to build and drive British Columbia's knowledge economy.

About the BCTIA

The BC Technology Industry Association is British Columbia's leading member-based industry association that represents start-ups to established technology companies across the province. As the voice of the technology industry, the BCTIA is committed to the ongoing growth, sustainability and prosperity of the technology industry and the transformation of British Columbia to a knowledge-based economy.

BCTIA delivers a broad range of programs and services that provide members with opportunities to connect, learn, and promote their businesses in BC. For more information, visit <http://www.bctia.org>.

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