

FOR IMMEDIATE RELEASE

2010 Technology Impact Award Finalists Announced *BC Companies Making Their Mark Globally*

VANCOUVER, BC, April 26, 2010 – Today the BC Technology Industry Association (BCTIA) announced the finalists for the 2010 Technology Impact Awards (TIAs). Under the awards theme of ‘BC’s Mark on the World’, the 2010 finalists reaffirm British Columbia’s status as a global leader in technology areas such as wireless and RF technologies, clean energy technologies and innovative software solutions.

“While BC has made an important mark this year by hosting the world at the 2010 Games, our companies have also been busy making their marks - literally all across the globe,” observed Pascal Spothelfer, President of the BCTIA. “This year’s finalists are delivering solutions that benefit British Columbia and beyond, from the delivery of solutions for a cleaner environment and better public sector services, to solutions that increase productivity and save lives.”

Award finalists are forging new markets with technologies that allow inspectors to see into concrete to determine the state of aging infrastructure; enable small and medium-sized businesses to transfer funds across the globe; and two finalists are making their mark in Afghanistan where they are helping to save the lives of our troops each and every day.

In-line with the trends towards Cloud Computing, several of the finalists provide solutions that are either hosted for consumers and businesses, or provide the core infrastructure required to wire the world the Internet cloud.

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

- Icron Technologies Corporation <http://www.icron.com>
- PMC-Sierra, Inc. <http://www.pmc-sierra.com>
- Simba Technologies Inc. <http://www.simba.com>

Best Application of Technology

- Custom House ULC <http://www.customhouse.com>
- Layer 7 Technologies <http://layer7tech.com>
- Nexterra Systems Corp. <http://www.nexterra.ca>

Most Promising Pre-Commercial Technology:

- Icron Technologies Corporation <http://www.icron.com>
- Terraprobe Geoscience Corp. <http://www.terraprobe.com>
- Whitenoise Laboratories (Canada) Inc. <http://www.wnlabs.com>

Most Promising Start-Up

- Indicee Inc. <http://www.indicee.com>
- Mingleverse Laboratories Inc. <http://www.mingleverse.com>
- QuickMobile Inc. <http://quickmobile.com>

Emerging Company of the Year

- Avigilon Corporation <http://www.avigilon.com>
- NGRAIN (Canada) Corporation <http://www.ngrain.com>
- QHR Technologies Inc. <http://QHRtechnologies.com>

Company of the Year

- Advanced Solutions, An HP Company <http://hpadvancedsolutions.com>
- PEER 1 Hosting <http://www.peer1.com>

Team of the Year:

- MacDonald, Dettwiler and Associates Ltd. (MDA) <http://www.mdacorporation.com>
- Rx Networks Inc. <http://www.rxnetworks.ca>

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

Community Leadership: 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 8th at the Technology Impact Awards Celebration, to be held at the Vancouver Convention Centre West Building. Tickets are currently on sale, and can be purchased at <http://www.thetias.com>

About the BCTIA

Growing BC's technology industry...one company at a time.

The BC Technology Industry Association is an industry-funded organization supporting the growth of British Columbia's strong knowledge economy. Our network of 2100+ member companies are all sizes and from all technology sectors and collectively employ over 70,000 workers in BC.

We deliver programs and services that directly influence the growth and success of our companies, such as PODIUM, our industry promotion program, Xcelerate, our executive education program, and PEER2PEER groups, where our members connect to share and learn.

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. <http://www.bctia.org>

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