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Contact:

Paul Livingstone, R&D Magazine  
Paul.Livingstone@advantagemedia.com

## **2010 R&D 100 AWARDS ANNOUNCED**

### **Experts, editors pick top high technology innovations of the year**

ROCKAWAY, N.J. – The editors of *R&D Magazine* have announced the winners of the 48<sup>th</sup> Annual R&D 100 Awards, which salute the 100 most technologically significant products introduced into the marketplace over the past year. A full list of this year's winners is available at [www.rdmag.com](http://www.rdmag.com).

The R&D 100 Awards have long been a benchmark of excellence for industry sectors as diverse as telecommunications, high-energy physics, software, manufacturing, and biotechnology. For industry leaders, government labs, and academic institutions, the awards can be vital for gauging their efforts at commercialization of emerging technologies. And in winning an R&D 100 Award, developers often find the push their product needs to find success in the marketplace.

“The R&D 100 Awards have always represented some of the most innovative concepts to reach the marketplace in the past year. 2010 is no exception, and we had a particularly strong field of entries for the judges to evaluate,” said Rita Peters, editorial director of *R&D Magazine*.

Familiar industry names such as IBM, Frito Lay, Siemens, Intel Corp., and Toyota won awards this year for products ranging from biodegradable packaging to drive management systems for next-generation automobiles. Innovation was also strong from high-profile government and academic laboratories including Oak Ridge National Laboratory, Lawrence Livermore National Laboratory and MIT's Lincoln Laboratory. They won awards for technologies including nanostructured batteries and safety systems for airports of the future.

Since 1963, the R&D 100 Awards have identified revolutionary technologies newly introduced to the market. Many of these have become household names, helping shape everyday life for many Americans. These include the flashcube (1965), the automated teller machine (1973), the halogen lamp (1974), the fax machine (1975), the liquid crystal display (1980), the Kodak Photo CD (1991), the Nicoderm anti-smoking patch (1992), Taxol anticancer drug (1993), lab on a chip (1996), and HDTV (1998).

Winners of the R&D 100 Awards are selected by an independent judging panel and the editors of *R&D Magazine*. The publication and its online portal serve research scientists, engineers, and other technical staff members at high tech industrial companies and public and private laboratories around the world.

Winners will be recognized at the R&D 100 Awards Banquet on Nov. 11, 2010, in Orlando, Fla. A list of winning innovations is on the R&D 100 Awards website, [www.rdmag.com](http://www.rdmag.com). Additional information, including registration for the Orlando event, will be available at that website on Aug. 2, 2010.

### **About R&D Magazine**

Since its founding in 1959 as *Industrial Research*, *R&D Magazine* has served research scientists, engineers and technical staff at laboratories around the world, providing timely, informative news and useful technical articles that broaden readers' knowledge of the research and development industry and improve the quality of their work. *R&D Magazine* is a publication of Advantage Business Media ([www.advantagebusinessmedia.com](http://www.advantagebusinessmedia.com)).