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Advertising Supplement

The Los Angeles Business Journal presents

PATRICK SOON-SHIONG INNOVATION AWARDS 2010



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PATRICK SOON-SHIONG INNOVATION AWARDS 2010

PUBLISHER'S LETTER

THE Los Angeles Business Journal proudly hosted the 2010 Patrick Soon-Shiong Innovation Awards dinner on November 18th at the Four Seasons Hotel Los Angeles at Beverly Hills. This special award program was created to honor and acknowledge the individuals and organizations that continue to stretch the boundaries and have proven to be leaders in innovation. We are proud to have a partner in Dr. Soon-Shiong who shares our vision and whose leadership has demonstrated an extraordinary commitment to innovation.

Los Angeles is home to the most cutting-edge and innovative companies in the world. There is something special about Los Angeles that has attracted dreamers, entrepreneurs and innovators from around the world for generations.

Innovation plays an important role in enhancing the economic competitiveness of the region and for helping to establish Southern California as an incubator for new ideas. Businesses are attracted to Los Angeles because of a rare combination of access to financial capital, access to talented human capital, a top-tier higher education system in the universities and an environment where business thrives.

Los Angeles has been described as the place where dreams are made. In the case of the Innovation Awards, those dreams included everything from aerospace, digital media and software development to mechanical engineering, green living and, of course, the entertainment industry. Throughout the process of identifying key attributes of an innovative company, we discovered that excellence in innovation comes in many forms. It can be a finished product, a fresh process put in place to design or engineer a product, a new approach to find solutions to existing challenges or in some cases a revolutionary idea that impacts an entire industry.

We established an Advisory Committee that identified fifteen finalists. From that group our judging panel comprised of a member from each of our sponsoring organizations by unanimous consensus voted to present six of them as our inaugural class of Patrick Soon-Shiong Innovation Award honorees. I want to thank our sponsors Merrill Lynch and Morrison & Foerster for their support of this important awards program. We hope you enjoy this special section that tells the stories of these fifteen amazing companies.

Congratulations to all of the finalists and to those working tirelessly to inspire us and to contribute to making Los Angeles the capital of innovation.



Matthew A. Toledo
Publisher, CEO



Dr. Patrick Soon-Shiong with
Business Journal publisher Matt Toledo

Dr. Patrick Soon-Shiong, Innovator

DR. Patrick Soon-Shiong has turned his innovative streak into billions of dollars — and helped a few people along the way.

Soon-Shiong's ideas about curing diabetes led to the first nanotechnology-based breast cancer drug, Abraxane, which is credited with saving thousands of lives. He started several companies and sold two, gaining billions of dollars in wealth. And he's researching "personalized" drug therapies based on people's gene sets, the latest trend in research.

Because of his success, Soon-Shiong topped the Los Angeles Business Journal's list of Wealthiest Angelenos in 2009 with an estimated net worth of \$6 billion and again this year with an estimated net worth of \$7.1 billion. The Business Journal named him as its 2010 Business Person of the Year because of his business success and his significant philanthropic contributions.

Now, his love of innovation has prompted him to join the Business Journal in creating the Patrick Soon-Shiong Innovation Awards. The newspaper created the awards program to showcase Los Angeles as a place of innovation for businesses throughout the country. The awards program itself is innovative, he said.

"I'm passionate about innovation," Soon-Shiong said. "The award competition is a terrific idea. Someone should have thought of it years ago. Innovation is what Los Angeles is all about."

The program is important to Los Angeles, he said, because "we need to remind ourselves what is so special about this place that we live in."

"The economy is very rough right now, but we have great strengths here," Soon-Shiong said. "Innovation is a key strength and key to our future competitiveness."

Soon-Shiong said he hopes the awards program will "focus attention on the great ideas that are emerging all the time in our companies and universities, encourage people to follow their dreams and dare to innovate, and

encourage others to support the innovators and give them the breaks they need to succeed."

That success largely flows from the economic diversity of Los Angeles, which stimulates great ideas, he said. These ideas "often occur when people from different disciplines meet," he said. And it gives the city an edge over others when it comes to business and innovation.

"Cultural diversity helps, too," he said. "Many of us Angelenos have come here from elsewhere, bringing different mindsets."

Those mindsets, he said, include: "Curiosity, restlessness, an obsession with problem-solving and a good dash of stubbornness."

Organizations have to watch against stifling innovative individuals, Soon-Shiong said. This freedom from restraint often begets new ideas.

"Disruptive innovation often comes from individuals working outside organizations," he said. "I have my own experience of this. I offered my drug discovery to a major pharmaceutical company, who thought I was crazy and told me to go away. That turned out to be great for me, because I built my own company to make the drug, and that became a multibillion-dollar enterprise. Other

organizations manage to nurture a highly innovative culture within themselves. Northrop Grumman is a good local example of that."

Despite all the emphasis on innovation, most people overlook certain things about the process, Soon-Shiong said.

"It needs to be nurtured," he said. "We can't just sit back and expect it to happen here because it always has. We need to encourage people to innovate. We need to nurture the culture of innovation. Our universities, our media and our businesses can all play a part. So, I hope, will these awards. Innovation is a great Los Angeles tradition, and we must make sure it is the hallmark of our future, too."





PATRICK SOON-SHIONG
INNOVATION AWARDS

Congratulations

To all of the Finalists of the Los Angeles Business Journal's
2010 Patrick Soon-Shiong Innovation Awards



PATRICK SOON-SHIONG INNOVATION AWARDS 2010

AWARD WINNERS

AeroVironment

THE view from **AEROVIRONMENT INC.'s** vantage point will electrify you. AV supplies unmanned aircraft systems (UAS) for military reconnaissance and force protection, and it makes advanced charging systems for electric vehicles. The company helped pioneer these markets and now leads them.

AV applies practical innovation to tackle two global market needs: the increasing economic and security need for actionable intelligence, and the increasing economic, security and environmental need for clean, energy-independent, electric transportation.

Monrovia-based AV was founded in 1971 by Dr. Paul MacCready, the "father of human-powered flight," whom Time Magazine named as one of the greatest minds of the 20th century. AV has 730 employees at nine offices in California, Alabama and Virginia. About 650 of its employees work in Southern California. This public company posted gross revenue of \$250 million in fiscal 2010, up from \$248 million in fiscal 2009 and \$216 million in fiscal 2008.

The Smithsonian Institution has acquired seven of AV's vehicles, and AV's achievements in aviation and power electronics include the highest-flying airplane (the solar-powered Helios, which flew above 96,000 feet) and the first modern electric car (the GM Impact, developed for General Motors in the late 1980s).

AV pioneered the first hand-launched UAS for reconnaissance in the late 1980s. Today, its backpackable RQ-11B Raven unmanned aircraft system is the most prolific unmanned aircraft in the world, with

more than 10,000 air vehicles delivered.

AV has competed for and won each of the four U.S. Department of Defense programs of record involving small UAS, typically competing against some of the world's largest aerospace companies.

Among AV's innovations is a new digital communications infrastructure that uses the designated frequency spectrum more efficiently, enabling the operation of many more air vehicles in a given geographic area. This infrastructure also enhances communications security and enables use of UAS as miniature communications "satellites," creating an anytime, anywhere pop-up network for voice, video and data. AV is flight testing a revolutionary new hybrid-electric UAS called Global Observer, which will operate like a stratospheric satellite with "unblinking eyes" and fly for as long as a week at 60,000 feet without refueling. Global Observer will carry payloads to support communications, remote observation and other important defense and civil missions.

Another AV innovation is the Nano Air Vehicle, a DARPA-funded project to create a UAS that looks and flies like a hummingbird. Really.

Along with its airborne supremacy, AV is the leading supplier of fast-charging systems for electric materials handling systems and of test systems that automakers and battery companies rely on to develop electric vehicles. Nissan North America picked AV to supply and install the home charging dock that buyers of the all-electric Nissan LEAF are having installed in their garages to recharge their vehicles in four to eight hours. AV also is supplying and installing public charging systems across South Carolina to prepare for EVs.



AeroVironment CEO Tim Conver

To promote adoption and market growth within its industries, AV in 2002 helped form the UAV National Industry Team (UNITE), an industry alliance of major companies involved in the development of high-altitude, long-endurance (HALE) UAS. AV also participates in a variety of other groups involved with UAS standards, and it takes a leading role in a variety of standards organizations whose goal is to ease the adoption of electric cars and keep them affordable.

CityGrid Media

So you're looking for a story about how **CITYGRID MEDIA** spent the past two years talking to the biggest players in the local space — YellowPages.com, Super Media and DEX Media — and decided to partner up to conquer this \$1.45 billion advertising market.

You're looking for a story to tell how the CityGrid local content and advertising network was launched through large-scale partnerships and became the first truly open network that connected consumers and local advertisers through content-based advertising — proven to be more engaging than traditional online advertising. Well, you found it.

West Hollywood-based CityGrid has 14 offices and 450 employees, 250 of whom work in Los Angeles. CityGrid is an operating business of publicly traded IAC, but CityGrid doesn't disclose its revenue.

It does disclose that it connects more than 140 million consumers monthly with more than 800,000 local advertisers nationwide through the CityGrid network. CityGrid owns and operates leading local consumer properties including leading local site Citysearch; Insider Pages, which has amassed comprehensive profiles on over 2.9 million health care providers from across the United States; and Urbanspoon, a restaurant-finding site which in September celebrated 10 million downloads of its iPhone app and boasts more than 10 million unique users a month, with an average of 100,000 new users joining every week.

CityGrid adopts the Agile software development approach to building innovative products. Working in core small teams enables the company to focus on key needs across its numerous audiences, which range



CityGrid Media CEO Jay Herratti

from local small businesses to large-scale technology partners such as AOL and Microsoft to local consumers. This format enables CityGrid to build and test products and services quickly and change direction accordingly while allowing employees to make ongoing contributions to new product ideas.

These contributions to products carry over to City-

Grid philosophy that it's important to support industry organizations and continue to build the local Los Angeles technology community. CityGrid has been highly active in the local community since launching Citysearch more than 15 years ago. As a member of the Yellow Pages Association and numerous other local organizations, the company works to help local businesses understand how to market themselves online. In addition to supporting local organizations, CityGrid executives frequently speak at the top local and technology trade conferences, including BIA/Kelsey's Marketplace, TechCrunch Disrupt, Digital Hollywood, Ad:Tech and others.

To encourage local technology and media professionals to network and continue to educate themselves on local trends, CityGrid frequently hosts DigitalLA events and local technology MeetUps, and it sponsors local events including September's Social Media Week.

In addition to supporting local technology events, CityGrid CTO Christophe Louvion is a leader in the Agile community and regularly speaks at local events and hosts his own events to continually educate local developers and product managers about Agile best practices.

Every year, CityGrid employees spend a day helping support local charities, including supporting the LA Works organization. Last year, local employees spent a day on a beautification project in Franklin Canyon Park.

CityGrid's other offices also give back to their local communities, such as the Atlanta office's participation in the citywide Hands On Atlanta day and projects centered on local cleaning up local schools. In New York City, CityGrid's local employees work with NY Cares, which is similar to LA Works, and participate in an annual community service day.

Innovation.

MORRISON | FOERSTER

Morrison & Foerster is proud to be a Founding Sponsor of the **Patrick Soon-Shiong Innovation Awards.**

We congratulate each of the award winners and all the finalists on their innovative ideas and outstanding achievements.

Morrison & Foerster – Our clients are innovators, entrepreneurs, scientists, and business leaders like you. Today, more than ever, companies need the best legal advice and strategic counseling to drive their ideas to success in the global marketplace. That's why innovative companies turn to us for business-minded solutions to their most complex legal issues.

PATRICK SOON-SHIONG INNOVATION AWARDS 2010

AWARD WINNERS

Equipois

OK, back straight, head up, bend at the knees and LIFT.

That's it: You're ergonomic. So is **EQUIPOIS**.

This Los Angeles-based, privately held company was founded in 2007 and has 19 employees: 13 work in L.A. and six work in the company's R&D facility in Philadelphia.

CEO Eric W. Golden steers the ship with just a finger thanks to a patented mechanical-arm technology called zeroG that holds tools, parts and even the human arm and enables them to be maneuvered as if weightless, but with a full range of motion.

The result is that people can work for long periods with dramatically less exertion and fatigue, virtually eliminating injuries while boosting productivity and quality. Yet, because the core technology is a mechanical system, it requires no power but instead harnesses the energy of a spring through a unique geometry that enables the spring to exert constant force throughout its path of motion. Cool, huh?

The technology was invented by Garrett Brown, inventor of the Steadicam, which revolutionized the movie industry by letting operators maneuver heavy cameras effortlessly. Brown was contacted by Honda of Canada, which asked whether the Steadicam's arm technology could be adapted to hold tools on an assembly line. Brown and Equipois hooked up and spent two years in product development and pilot testing, leading to the launch of the zeroG product line in 2008 and early 2009.

The product line has enabled John Deere to use a



Equipois CEO Eric Golden

more powerful assembly tool, cutting injuries while boosting throughput and winning recognition in a top industrial ergonomics competition. Honda used zeroG to transform an assembly-line operation requiring two workers into a one-person job, with an annual return on investment of more than 2,000 percent. Mercury Marine, the world's leader in recreational boat engines, received a Progressive Manufacturing Award for using zeroG to bring back in house a process that had been outsourced due to injury risk.

One of the world's largest foundries reduced labor hours by more than 30 percent for its grinding operations using zeroG. One of the world's top five manufacturers solved a 35-year ergonomics problem using zeroG, boosting throughput by 50 percent for that operation in the process.

And Equipois is looking toward the future, when zeroG products will enable surgeons, laboratory technicians and others to work with more precision and less risk of injury; let people move packages, baggage and other objects as if in zero gravity; and provide disabled persons with the ability to control their arms and legs.

Equipois employees also lift a finger to help their community through mentoring, participating in food drives and helping with other causes, in line with "benevolence" as one of the company's core values.

Within its industry, the company has partnered with leading ergonomics consulting firms to educate the industry about safety risks in manufacturing. It also has been recognized by the manufacturing industry for its innovation in technology and internal innovation processes. Its customers have been honored as innovators for adopting zeroG technology, garnering a Progressive Manufacturing Award in the field of Operational Excellence, among other honors. Forrester Research highlighted the company's innovation processes in its keynote address at a 2009 conference on innovation for the next generation. Managing Automation magazine featured Equipois as a leader in the use of online collaboration tools.

And all this Equipois makes look as easy as floating.

HauteLook

YOU look *fabulous*, and I'll bet you only paid a *fraction* of retail.

That's what **HAUTELOOK**'s members hear all the time.

This online, members-only "flash-sale" shopping site hosts sale events with top brands in women's and men's fashion and accessories, beauty, kids' apparel and gear, home décor, experiences and travel.

Every day at 8 a.m. Pacific time, 15 to 20 brands go on sale. Each sale event lasts 48 to 72 hours and offers a curated selection of inventory at prices 50 percent to 80 percent off retail.

The Los Angeles-based, privately held company launched in December 2007, has attracted more than 3.4 million members in the United States and Canada and has hosted more than 3,000 sale events with more than 1,300 brands. And the flash-sale space didn't even exist in the U.S. before the fourth quarter of 2007.

The company has 200 employees: about 180 in LA and the rest at two offices in New York City and Chicago.

HauteLook CEO Adam Bernhard founded the company as a way to connect retailers eager to clear excess inventory in a discreet way with shoppers looking for great deals on their favorite brands. For years, the private sample sale was the best solution, but the process wasn't scalable, and shoppers who didn't live in L.A. or New York City were left going from store to store, sorting through sales racks or paying full retail prices. HauteLook was the antidote to this unsatisfactory model — essentially democratizing the sample sale and making it a viable solution for all parties.

HauteLook is a partner to the brands, working

with them to create a controlled and transparent environment to clear their inventory. With this model, the brands are in complete control of their most valuable asset — their image — and shoppers are offered a wider selection of brands, inventory and sizes at affordable prices. Rather than pre-purchasing inventory in an adversarial negotiation against the brands, HauteLook takes a margin only from those items that sell, which puts both parties on the same team and results in a negative working capital model for HauteLook.

HauteLook's innovation goes beyond revolutionizing the excess inventory side of retail, though, and extends to making it an untraditional e-commerce player, as well. HauteLook succeeds by moving consumers from "intent-based" shopping behavior to "discovery-based" behavior in which members need to visit HauteLook every morning to discover the new brands and merchandise on sale that day and snap up the best deals before they sell out. In this way, shoppers try brands they've never owned, and brand partners build their



Haute Look CEO Adam Bernhard

business with a new audience.

This discovery-based shopping model requires innovative e-commerce solutions. HauteLook essentially re-merchandises the store every morning and manages every step of the process, from photography to member care to packing and shipping. The company also sends millions of marketing e-mails each morning within a 10-minute window.

HauteLook also is committed to helping its industry and community. The company participates in a number of trade associations and is helping trade show organization PROJECT by bringing social media to the PROJECT universe of fashion brands. HauteLook also

partners with Cosmetic Executive Women, a coalition that represents more than 4,000 of the leading beauty industry companies. The company also contributes money and assets to a number of nonprofit groups.

No, no — you look *fabulous*. That's what HauteLook's been hearing.

WE SALUTE DR. PATRICK SOON-SHIONG
AND THE LOS ANGELES BUSINESS JOURNAL.
YOU ARE AN INVALUABLE ASSET TO THE
COMMUNITY.

Your spirit of innovation enriches all of us.

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PATRICK SOON-SHIONG INNOVATION AWARDS 2010

AWARD WINNERS

RealD Inc.

THAT company you see that appears to be jumping right off the screen and into the audience is **REALD INC.**

RealD pioneered today's digital 3D cinema, resulting in a film industry revolution. Gone are the days of red/blue paper glasses and dual film projectors showing a 3D film that often made moviegoers nauseous. Today's 3D is a fully digital, completely immersive entertainment experience that makes moviegoers feel like they've stepped inside the movies.

Beverly Hills-based RealD was founded in 2003 with the idea that, if done well, 3D cinema could open a new world of entertainment possibilities. 3D had been tried for more than a century, each time failing due to inferior technology. RealD co-founders Michael V. Lewis and Joshua Greer understood the power of an immersive entertainment experience and believed that a digital solution could solve the issues inherent to 3D of old. They scoured the world, sought out the best 3D technology and discovered that organizations like NASA, the military and Fortune 500 companies relied heavily on digital 3D for projects ranging from piloting the Mars Rover to designing automobiles and aerial reconnaissance.

Through a multi-year R&D process, Lewis and Greer ultimately blended state-of-the-art 3D science with digital cinema technology and in 2005 unveiled RealD 3D in movie theaters. Disney's *Chicken Little* was the first film to play in RealD 3D. After the success of films like *Avatar* and *Alice in Wonderland*, every major tentpole film will play in RealD 3D. The world's top filmmakers



RealD co-founder Joshua Greer



RealD co-founder Michael V. Lewis

are creating films that will play in RealD 3D, including James Cameron, Michael Bay, Steven Spielberg, Martin Scorsese and Robert Zemeckis. And all of Disney's and DreamWorks Animation's new animated films will be available in RealD 3D.

At the end of the second quarter of fiscal 2011, the company had deployed about 9,300 RealD-enabled screens, up 182 percent from 3,300 screens a year earlier. RealD's technology is used by 17 of the 18 largest movie theater circuits in the world, including AMC, Regal, Cinemark, Carmike, Rave and National Amusements.

RealD 3D projection delivers twice the performance of the next leading 3D technology measured by light output, the key to 3D projection efficiency.

RealD's 3D technology innovation recently has driven 3D beyond the cinema and into consumer electronics. RealD's innovative technology has been adopted by companies including Sony, Samsung, Panasonic, JVC and Toshiba, and by broadcasters including DirecTV,

up 69 percent from the prior year.

The company has about 100 employees at four offices in Beverly Hills; Boulder, Colo.; Tokyo; and London.

RealD actively participates in multiple industry organizations, including the Society of Motion Picture and Television Engineers, the Consumer Electronics Association, HDMI, Producer's Guild, Director's Guild and Stereo3D Gaming Alliance. RealD's participation includes setting standards for 3D content formatting and delivery and looking forward to broadening 3D across multiple platforms.

RealD also actively participates in philanthropy, covering the promotion of technology, youth development, health and other areas. Some organizations RealD recently has aligned with include the American Film Institute, YouthEntity, Annual Night Before benefiting the Motion Picture & Television Fund, Variety — The Children's Charity and the Will Rogers Institute.

Comcast and Cablevision. RealD's contribution to consumer electronics covers 3D formatting for delivery of HD 3D content using today's existing HD infrastructure, 3D eyewear technology and 3D gaming technology.

Publicly held RealD posted gross revenue of \$65.3 million for the second quarter of fiscal 2011,

thatgamecompany LLC

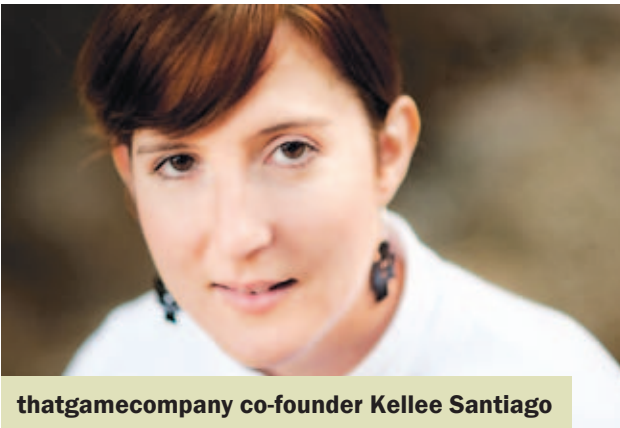
KELLEE Santiago and Jenova Chen started **thatgamecompany LLC** in 2006 when they were graduate students at the University of Southern California's School of Cinematic Arts.

In their second year at USC, Santiago and Chen received a Game Innovation Grant and worked together on a student game called "Cloud" that offered an emotion-based video game experience of playing as a boy trapped in a hospital who daydreamed he could fly through the clouds. The game had more than 400,000 downloads in four months, and Santiago and Chen saw an opportunity in the digital distribution marketplace to build a company on expanding the definition and audience of video games. Immediately upon graduating, the two signed a three-game deal with Sony Computer Entertainment America LLC to develop games for the online distribution network PlayStation Network.

Thatgamecompany's mission is to develop artistically crafted, broadly accessible video games that push the boundaries of interactive entertainment. Santiago said she and Chen were taught a game-design process at USC that begins with an idea or emotion or message, "and then you design the game and its visuals and audio in order to communicate whatever you set out to."

"This process is very different than a much more traditionally used process of developing a video game, which is to start with the mechanics of what the characters do," Santiago said. "We found that people really responded to ('Cloud'). We started to think maybe there was real potential for this. We looked at the different genres of video games, and they're all defined by the mechanics."

The company respects its players and wants to



thatgamecompany co-founder Kellee Santiago



thatgamecompany co-founder Jenova Chen

contribute meaningful, enriching experiences that touch and inspire them. It seeks talent that values integrity and personal growth within an environment of intense collaboration and experimentation.

The privately held, Santa Monica-based company has one office and 10 employees.

Through October 2010, the company has released two highly acclaimed and top-selling titles: "fIOW" and "Flower." The company also has developed new processes for video game development to empower game developers to create expressive games that aren't simply clones of old genres, and to shed some of the software-development habits the industry has been holding onto for decades.

"Empowering our creators to create, to make evocative, emotional and unique games, it's important to let the game developers' voices come through," Santiago said.

Chen and Santiago have paved the way for inde-

pendent developers to thrive in digital distribution, and the commercial success of their games has caused the rest of the industry to take notice. "fIOW" and "Flower" both won awards from the most prestigious organizations in the industry, including the Game Developers Choice Awards, the Academy of Interactive Arts and Sciences, the British Academy of Film and Television, and Spike TV. Santiago was named a 2010 TEDFellow, and Game Developers Magazine recently named thatgamecompany one of the Top 20 Companies to Watch in 2011.

Santiago, Chen and others with thatgamecompany have been asked to speak at conferences around the world on their unique approach to video game development, including the Game Developers Conference, the National Association of Broadcasters Conference, TEDxUSC and O'Reilly's Ignite series. Santiago and Chen also mentor and speak with students on creating games, collaboration and leadership in game development.

It's easy to look up to
people when they
continually rise above.

We are proud to honor this year's Innovation Awards recipients.



BNY MELLON
WEALTH MANAGEMENT

bnymellonwealthmanagement.com

PATRICK SOON-SHIONG INNOVATION AWARDS 2010

FINALISTS

ACTIVATE DRINKS

Anders Eisner and Burke Eiteljorg were trying to find a way to avoid the bitter pills — vitamin pills.

Eisner and Eiteljorg had reached the point where taking vitamins daily had become too troublesome. They looked to vitamin-enhanced waters for an answer but found labels detailing depleted contents.

What they came up with seemed at first like a gimmick: a cap with a moisture-resistant compartment inside where vitamin-rich ingredients could be stored and released with a cap twist before drinking. The reason? Their research, conducted with an independent analytical laboratory, showed that vitamins and other ingredients lost their potency sitting in water. By storing the active ingredients inside the unique cap, the ingredients stayed potent and fresh.

The result? The Rising Beverage Co. LLC, dba **ACTIVATE DRINKS**, was born in 2006, privately held and based in Newport Beach, with 23 employees and a manufacturing plant in Los Angeles, where six of the employees work. Dan Holland is CEO.

Activate won "Best New Enhanced Water" at the seventh-annual BevNET "Best Of" award ceremony in December.

Spreading its innovation to the altruistic, Activate did a promotional campaign in the summer of 2010 with Ralphs grocery stores to benefit Vitamin Angels, an international organization dedicated to reducing child mortality worldwide by connecting essential nutrients, especially vitamin A, with infants and children younger than 5.

For about a month in the summer, Activate donated 25 cents from every bottle purchased at Ralphs stores in Southern California to Vitamin Angels to help some of the roughly 190 million children who are fighting a vitamin A deficiency each year.

Say, twist the cap on that Activate and take a swig — it's good for ya.

APPSNMINDED

Jennifer Noonan and Cara Hall needed to spend more time with their children, so they decided to do it the entrepreneurial way.

They founded **APPSNMINDED** in 2009. This privately held, Malibu-based mobile app development company now has more than 40 apps on the iTunes AppStore and has made the top 20 list in the family category with almost all of them. They also have broken into the Google Android and Microsoft Mobile space.

These two moms, with no technical background, innovated in the app development space using new attitudes, business savvy and the desire to create useful and enjoyable apps for an underserved market.

They saw a need in the iTunes AppStore for girl- and toddler-friendly apps. As the iPhone became more widely accepted and its price fell, Appsnminded was among the first to capture market share in the 'tween and baby categories. Their first app, "Baby-faces," entertains babies by showing them the happy faces of other babies, and it's still a top seller. "Toddler Talk" engages toddlers by mimicking the feeling of talking on the phone. "It's Potty Time" and



Anders Eisner
of Activate Drinks



Burke Eiteljorg
of Activate Drinks



Dr. Arie Belldegrun



Jennifer Noonan
of Appsnminded



Cara Hall
of Appsnminded



Alec Shankman of GotCast.com

"It's Bed Time" helps parents find solutions to these two common parenting challenges. Tween girls embraced the ease of apps like "My Makeup" in which they apply makeup to virtual girls.

Noonan and Hall decided to leverage their knowledge and educate other women on how to make a living as an app developer. The result? "Appolutely Easy," which takes women step-by-step through the process of starting an app business.

Appsnminded participates in a number of industry groups, including Moms With Apps, Women 2.0 and Super Mom Entrepreneurs, and it supports women entrepreneurs with micro loans through KIVA.org.

DR. ARIE BELLDEGRUN

Hop up on the table and take a look at **DR. ARIE BELLDEGRUN**.

Belldegrun is director of the Institute of Urologic Oncology at UCLA, professor and chief of urologic oncology and holds the Roy and Carol Doumani Chair in Urologic Oncology at the David Geffen School of Medicine at UCLA. He also is surgical director of the UCLA Kidney Cancer Program and clinical director of the UCLA Prostate Disease Research Program.

Somehow, he finds the time to be an entrepreneur, too. He's chairman of Arno Therapeutics Inc., a New Jersey-based biopharmaceutical company focused on developing innovative products to treat cancer patients. He also is founder and chairman of Kite Pharma Inc., a Los Angeles-based biopharmaceutical company dedicated to the

discovery and development of personalized, targeted, therapeutic cancer immunotherapies. Belldegrun also is chairman and partner of New York-based venture capital firm Two River Group Holdings.

In 1997, Belldegrun founded Agensys Inc., a privately held biotechnology company developing fully human antibody cancer therapeutics based on novel and clinically relevant targets. The company was acquired in December 2007 by Astellas Pharma Inc. in a deal valued at \$537 million.

Belldegrun also was vice-chairman and chairman of the scientific advisory board of Cougar Biotechnology Inc., a Los Angeles-based biotechnology company established to in-license and develop clinical-stage drugs with a specific focus on oncology. Cougar developed Abiraterone, a cancer treatment reported to extend survival by an average of 3.9 months among men with cancer that has spread beyond the prostate and for whom other treatments have failed. Cougar was acquired in 2009 by Johnson & Johnson in a deal valued at about \$1 billion.

Belldegrun is on the scientific boards of several biotechnology and pharmaceutical companies and is a reviewer for many medical journals and granting organizations.

GOTCAST.COM

What's **GOTCAST.COM**'s motivation for this scene? It's being the largest interactive casting platform and social network for talent and their fans.

This privately held, Santa Monica-based company, founded in December 2007,

allows anyone, anywhere to audition for roles on TV shows, films, commercials, webisodes and brand-sponsored events from the convenience of their computers. Major brands and every TV network use the GotCast platform to engage audiences, gather consumer data, identify undiscovered talent and harvest user-generated content.

GotCast also engages fans of talent by enabling them to actively participate in the casting process for their favorite shows via social media tools like voting, comments and forums. In turn, GotCast combines the activity of a social network with the opportunities of a premium job board. Talent can join any casting they want, and fans are helping their favorite artists advance their careers and directly affecting their favorite TV programs.

GotCast has subsequently innovated the way that talent is discovered by Hollywood and the way brands and TV networks are interacting with their fans and audiences.

Although other companies have entered the category of online casting, GotCast has a huge competitive advantage because its CEO, Alec Shankman, is a former top TV agent from the Abrams Artists Agency and personally used to represent talent and television producers with nearly every network and studio in Hollywood.

Nearly 15 million votes have been cast by fans on GotCast. More than 250,000 artists are active members of the GotCast community. Nearly 10,000 projects have been cast on GotCast. Thousands of talent have found work through the site, and many top brands have sponsored GotCast events.

GotCast is taking its leading role seriously.

CONGRATULATIONS



ON RECEIVING THE
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PATRICK SOON-SHIONG INNOVATION AWARDS 2010 • FINALISTS



**Edward St. Clair of
Greenroad Media Inc.**



**Jeff Green
of NanoH2O**



**Alex Backer
of QLess**



**Robin Perkins (left) and Clifford Selbert
of Selbert Perkins Design**



**Steven Sunshine
of TixTrack Inc.**

GREENROAD MEDIA INC.

GREENROAD MEDIA INC. brought the beautiful and the functional together.

Greenroad developed a new media concept that allows sponsors to present beautiful roadside displays that are ecologically friendly and uniquely located along major highways in North America. By bringing businesses and governments together to beautify highways and public spaces through innovative corporate sponsorships, the result is a unique public-private partnership.

Using proprietary technology, privately held, Manhattan Beach-based Greenroad, led by CEO Edward St. Clair, creates Florascapes — large, dazzling floral displays that give sponsors a novel and exclusive channel to out-of-home traffic while enabling recognition in helping beautify the public roadways. With the approval of each state's transportation department, Greenroad obtains the right to use high-traffic, high-visibility sites along highways to install Florascapes, created using flowers, plants and other natural materials. Using patent-pending technology, Greenroad works with sponsors to custom design, install and maintain this two-dimensional floral mosaic art that reflects the corporate partners' ecological message or brand.

Florascapes are grown, assembled, installed and maintained by local businesses, benefiting the regional economy. Greenroad also supports state economies by assuming maintenance costs for specific roadside areas. The company revitalizes and makes permanent improvements to the areas surrounding the Florascapes by planting new shrubs and updating damaged irrigation systems. It works with the Los Angeles Conservation Corps to maintain the acreage around the Florascapes. LACC gives at-risk young adults and youth job skills training, education and work experience with an emphasis on conservation and service projects that benefit the community.

Greenroad creates Florascapes using the Living Pixel System, which composes images of impressive definition entirely using organic material. This technology renders an image into a pixelated graphic that guides the Florascape's installation on a grid system using each flower to represent a Living Pixel.

NANOH2O

Go ahead, drink the water. It's clean, thanks to **NANOH2O**.

This privately held, El Segundo-based company, established in 2005, pursued a new approach to increasing the permeabil-

ity of the standard polymer membrane used to feed water through to filter out impurities — without compromising the membrane's ability to filter salt and other contaminants. This innovation marks the first improvement in membrane performance in more than 30 years, leading to enhanced productivity, reduced energy consumption and capital efficiency for new and existing desalination plants.

The key to NanoH2O's innovation comes in the form of "thirsty" nanoparticles, specially designed to soak up water like a sponge while repelling salts, contaminants and organic materials and bacteria that tend to clog up conventional membranes. By encapsulating these nanoparticles into a traditional polymer membrane, the membrane becomes hydrophilic — water-attracting. This means water passes through it more easily, and its ability to filter out contaminants is enhanced.

NanoH2O's membranes can be retrofitted in existing plants, reducing energy consumption by 20 percent with decreased pressure needed to filter the water. With the same level of pressure, facilities can produce up to 70 percent more fresh water than with traditional membranes. For new facilities, NanoH2O's membranes can produce the same amount of water as a conventional membrane but require a 40 percent smaller footprint, translating into as much as a 25 percent lower cost of desalinated water.

NanoH2O's single office in El Segundo has 45 employees. Jeff Green is the company's CEO, and Dr. Bob Burk is the company's founder and chief science officer.

The company belongs to the North American Membrane Society, EuroMed, the International Desalination Association and the American Membrane Technology Association.

Here's to you, NanoH2O.

QLESS

It's your turn — **QLESS** says so.

QLess eliminates standing in line by letting people use their mobile phones to enter a virtual line, roam freely while they wait and then receive a call or text message when their turn arrives at departments of motor vehicles, doctors' offices, retail stores, theme parks and anywhere else that people wait. QLess lets users request more time, leave the line or request a status update at any time.

QLess founder and CEO Alex Backer got stuck standing in line in a Southern California theme park, and he asked himself whether there was a better way to wait than standing in a line, which Americans spend

two years of their lives doing. Businesses lose up to 50 percent of prospective customers who walk out while waiting for service.

QLess learns from experience to automatically compute wait forecasts and allows users to request any given advance notice before their turns are up. These forecasts can quadruple customer return rates.

QLess, founded in 2007, is a software as a service company. It requires no special hardware or any software installation and is available from any device with Internet or cellular access. Privately held QLess has saved its more than 700,000 users more than 16 straight years of standing in line, and the company's users grew by 489 percent in the past year.

The company has won numerous awards, including Best Business Services Company under 100 employees — it has 24 at nine offices, including five in Los Angeles — by the 2010 American Business Awards.

CEO Backer serves on the California Institute of Technology's Information Sciences and Technology Board of Advisors and coaches soccer at the American Youth Soccer Organization — without standing in line.

SELBERT PERKINS DESIGN

See that cool landmark? **SELBERT PERKINS DESIGN** probably came up with it.

Playa del Rey-based SPD has created some of Los Angeles' most notable, iconic landmarks, such as the much-touted gateway towers at LAX and the Chair and Lamp at the Pacific Design Center, both of which merge simple forms at an unexpected scale with simple messages. The LAX towers express the vision, energy and diversity that symbolize Los Angeles, and have turned the airport into an attraction.

SPD's innovative place-making combines branding, signage, public art and sculpture to create meaningful environments that serve the public good and translate into positive results for its clients.

The privately held firm, founded in 1994, has offices in Playa del Rey, Boston, Chicago, Honolulu and Dubai; 25 employees total; and 18 employees in the Los Angeles area. Clifford Selbert and Robin Perkins are the firm's partners.

The firm's story of innovation is based on its goal to create meaningful experiences for people. Its environmental designs inform, educate and entertain with a sophisticated sense of humor that tells a story about the place. The firm makes that attempt by finding the essence of the idea and expressing it simply. SPD aims for a sense of grandeur, timelessness, idealism and optimism when it works on a large scale.

Selbert and Perkins participate in numerous organizations to promote environmental graphics, design and arts, including the U.S. General Services Administration Design Awards, Architecture + Design Museum, Society for Environmental Graphic Design, American Institute of Graphic Arts, International Sculpture Center, Urban Land Institute, Westside Urban Forum and Women in Architecture.

Oh, check that out! SPD designed it.

TIXTRACK INC.

Tickets! Tick-EHHHHHHHTS!!

TIXTRACK INC. has pioneered innovation in the sports and entertainment industry in several key areas.

The Pasadena-based company is the first to provide high-resolution venue maps for displaying inventory data. This capability required innovations on several fronts: New software was developed to allow for the rapid rendering of seat-level venue maps. The software converted a multi-day process into one that takes less than a day to construct an entire 20,000-seat arena.

TixTrack also developed a unique software service using cloud computing to color these maps using information from a venue's ticketing system, allowing venues to "see" their inventory from anywhere at any time. TixTrack's service is the only one that can track inventory across different ticketing systems, enabling concert promoters to see data from all stops along a tour in one location and in one format.

Privately held TixTrack, founded in 2008, also developed unique tools to analytically determine what prices should be charged for a specific event. TixTrack's analysis combines information from the primary and secondary ticket markets to provide accurate prices. The company has tools that can quickly recommend optimal prices when a concert or other high-demand event goes on sale. The software also can predict how many tickets will be sold given the current ticket pricing. And TixTrack created a "fair value" map that provides pricing guidance for every seat in the venue at any given time.

TixTrack, led by CEO Steven Sunshine, is a member of Pollstar and Intix, the two largest industry groups serving the ticketing and concert promotion business sectors. Sunshine also is on the executive committee of City of Hope's music and entertainment fundraising branch.

Tickets, please!

PATRICK SOON-SHIONG INNOVATION AWARDS 2010



Patrick Soon-Shiong and wife Michele B. Chan



David Scott, Colonel, USAF (ret.)



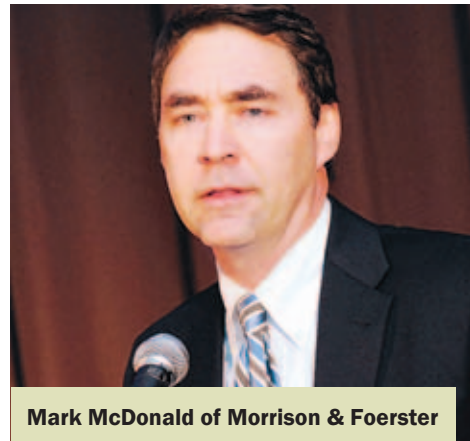
Gary Toebben, Los Angeles Area Chamber CEO



Mo Cohen-Arazi (center), designer of the award



Eric Gray of Merrill Lynch



Mark McDonald of Morrison & Foerster



Former Laker A.C. Green



The Honorable Bob Peirce



Award winners with Patrick Soon-Shiong and Business Journal publisher Matt Toledo



Attendees networking at the Patrick Soon-Shiong Innovation Awards event.