



## **SXSW 2015 Interactive Innovation Award Winners Unveiled**

*Girlstart Executive Director Tamara Hudgins, Ph.D. named as fourth inductee to SXSW Interactive Festival Hall of Fame*

**March 17, 2015, AUSTIN, TEXAS** – South by Southwest (SXSW) Interactive celebrated the digital industry’s best and latest advancements of 2014 through its [SXSW Interactive Innovation Awards ceremony](#) Tuesday evening, hosted by talented comedian and actor James Adomian.

The 18<sup>th</sup> annual ceremony, presented by PwC and supporting sponsors IBM, Cloud.typography, and Acision, showcased evolving and broadening trends of the digital industry through its ever-widening variety of platforms, software, apps and devices.

Fourteen awards and four special honors – including [Breakout Trend of SXSW 2015](#), [Speaker of The Event](#), Meme of the Year and [Best of Show](#) – were presented to esteemed innovators for exceptional work spanning categories from healthcare to sustainability, privacy & security, music, finance, communication integration and beyond.

The ceremony also honored [Tamara Hudgins, Ph.D. of Girlstart](#), as the fourth SXSW Interactive Festival Hall of Fame inductee, where she revealed plans to expand STEM education nationwide starting with Dallas, Houston and Rio Grande Valley.

“It is truly a privilege to receive this honor,” stated Hudgins. “I wouldn’t be here today without the help of the entire team at Girlstart. We’re excited to continue making a positive difference in girls’ lives through STEM education, now going nationwide.”

SXSW Interactive Innovation Awards Coordinator Mason Stewart could not be more pleased with the results of this year’s ceremony.

“Tonight’s award winners, special honors recipients, and Hall of Fame inductee Tamara Hudgins holistically represent the SXSW Interactive values of innovation, inspiration and creativity,” said Stewart. “We are grateful to all participants and finalists for raising the standard on how we can continue to improve the quality of life through technology together.”

### **2015 SXSW INTERACTIVE INNOVATION AWARD WINNERS:**

#### **HEALTH MED & BIOTECH**

*Awarded for an innovation that improves the quality, efficacy, and/or cost-effectiveness of diagnosis, treatment, and care in the field of medicine.*

#### **VocaliD**

By: VocaliD

[www.vocalid.co](http://www.vocalid.co)



Boston, MA

### **INNOVATION IN CONNECTING PEOPLE**

*Awarded for the best new way to connect with others.*

#### **FireChat: the first off-the-grid messaging app**

By: Open Garden Inc.

[opengarden.com/firechat](http://opengarden.com/firechat)

San Francisco, CA

### **INNOVATIVE 3-DIY**

*Awarded for making 3D printing technology more accessible, producing more affordable personal 3D printers, or to the Maker using such technology in new and exciting ways.*

#### **Project Daniel**

By: Not Impossible

[notimpossible.com/labs/project-daniel](http://notimpossible.com/labs/project-daniel)

Los Angeles, CA

### **INTERNET OF THINGS**

*Awarded for the best smart product that most seamlessly integrates into our lives to improve convenience and efficiency through its intelligence and interconnectedness.*

#### **Clever Buoy**

By: M&C Saatchi

[cleverbuoy.awardentries.org](http://cleverbuoy.awardentries.org)

Sydney, Australia

### **MUSIC DISCOVERY**

*Awarded for changing and improving the way we listen to and enjoy music.*

#### **Cone**

By: Aether

[aether.com](http://aether.com)

San Francisco, CA

### **NEW ECONOMY**

*Awarded to those redefining the exchange of goods and services, from the sharing economy, to virtual currency, to microfinance, to mobile-device-payment systems and beyond.*

#### **Acorns**

By: Acorns

[acorns.com](http://acorns.com)

Newport Beach, CA



## **PRIVACY & SECURITY**

*Awarded for 2014's most progressive accomplishment in the way we go about securing our data and ensuring our privacy.*

### **Disconnect**

By: Disconnect

[disconnect.me](http://disconnect.me)

San Francisco, CA

## **RESPONSIVE DESIGN**

*Awarded for excellent digital design, creating the best-integrated interaction in terms of content, aesthetics, and functionality.*

### **100 Years of Design**

By: Second Story, part of SapientNitro

[celebratedesign.org](http://celebratedesign.org)

Portland, OR

## **SCIFI NO LONGER**

*Awarded for the coolest scientific achievement or discovery that before 2014 was only possible in science fiction.*

### **Noninvasive skin cancer detection device**

By: Cockrell School of Engineering at The University of Texas at Austin

[enr.utexas.edu/features/skin-cancer-detection-device](http://enr.utexas.edu/features/skin-cancer-detection-device)

Austin, TX

## **STUDENT INNOVATION**

*Awarded to the student with an exceptional interactive technology project or startup; both of which are the future.*

### **Expressive Wearable**

By: Sangli Li

[sanglidesign.com/expressive-wearables.html](http://sanglidesign.com/expressive-wearables.html)

Pasadena, CA

## **SUSTAINABLE TECH**

*Awarded for innovation in power generation, power storage, eco-friendly or sustainable technology.*

### **EDGEhome**

By: Green Edge Technologies, Inc.

[edgehome.com](http://edgehome.com)

San Diego, CA



## **TRANSPORTATION ADVANCEMENTS**

*Awarded for the development of technology that changes the way we move people and things, making transportation more efficient or eco-friendly.*

### **Guide Dots**

By: VML

[creativeworkbench.com/guide-dots](http://creativeworkbench.com/guide-dots)

Kansas City, MO

## **VISUAL MEDIA EXPERIENCE**

*Awarded for content creation and delivery that moves beyond passive viewership by providing a more immersive and engaging entertainment experience.*

### **netwars / out of CTRL**

By: filmtank GmbH

[netwars-project.com/webdoc](http://netwars-project.com/webdoc)

Berlin, Germany

## **WEARABLE TECH**

*Awarded for the new hardware (and/or software) that revolutionizes the convenience, comfort, functionality, efficiency, and/or fashion of having a device literally “on you.”*

### **FreeWavz Smart Earphones**

By: hEar Gear, Inc.

[freewavz.com](http://freewavz.com)

Melbourne, FL

## **SPECIAL HONORS**

### **BEST OF SHOW**

*Finalist from the competition, who, overall, best exemplifies the values of innovation, inspiration and creativity.*

### **Strati, The World's First 3D Printed Car**

By: Local Motors Inc.

[localmotors.com/localmotors/the-3d-printed-car-aka-direct-digital-manufacturing](http://localmotors.com/localmotors/the-3d-printed-car-aka-direct-digital-manufacturing)

Las Vegas, NV

## **BREAKOUT TREND OF THE YEAR**

*Trend that gained the most traction during SXSW Interactive 2015.*

**Diversity** – [Lisa Lee](#) of Pandora accepted award on behalf of the Diversity trend

## **SPEAKER OF THE EVENT**

*Speaker from SXSW Interactive 2015 whose presentation makes the biggest impact on the*



*digital community.*

**Martine Rothblatt, United Therapeutics Corporation – “AI, Immortality and the Future of Selves” keynote** (interviewed by Lisa Miller, *New York Magazine*) – [http://schedule.sxsw.com/2015/events/event\\_IAP996157](http://schedule.sxsw.com/2015/events/event_IAP996157)

### **MEME OF THE YEAR**

*Most ubiquitous meme that went viral in calendar year 2014 and that we just can't get out of our heads or off of our screens.*

### **ALS Association – Ice Bucket Challenge**

#### **About SXSW Interactive**

The 22nd annual SXSW Interactive Festival returns to Austin from Friday, March 13 through Tuesday, March 17. An incubator of cutting-edge technologies and digital creativity, the 2015 event features five days of compelling [presentations and panels](#) from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to preview the technology of tomorrow today. Join us in March 2015 for the [sessions](#), the [networking](#), the [evening events](#), the 18th Annual [SXSW Interactive Innovation Awards](#), [SXSW Accelerator](#), the [SXSW Gaming Expo](#), the [SXSW Trade Show](#), [SXSW Create](#), the [Digital Creative Job Market](#), cross-industry conversations with attendees from [SXSW Film](#) and [SXSW Music](#), and, most of all, the [unforgettable inspirational experiences](#) that only SXSW can deliver.

SXSW Interactive 2015 is sponsored by Miller Lite, Esurance, AT&T, IFC, Mazda, Monster Energy, McDonald's, Philips, Capital One, Pepsi and The Austin Chronicle.

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