

MEDIA RELEASE

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Halo Headphones named in 'SMART 100' Index

Halo Headphones have been named one of Australia's 100 most innovative products, according to 1,600 maven judges, in one of the largest and most audacious innovation awards of its kind in Australia – the 'SMART 100' Index.

A revolutionary breast cancer detection test has been named the most innovative product in Australia, heading a list of 100 innovative Australian products celebrated at Anthill Magazine's inaugural Smart 100 Awards.

The Smart 100 was unveiled at a ceremony on Thursday 9 April, 2009, held at LifeLab, Digital Harbour in the Melbourne Docklands.

About Halo Headphones

Halo Headphones, unlike any others, are headphones that can be inserted into a comfortable headband. They sound great and feel fantastic!

How do they work? Its simple. You start with a soft, comfortable one-size-fits-all headband. Then, you take the high-fidelity stereo headphones and insert them into the headband.

Comfort Matters. Halo Headphones aren't locked in place. Instead, because they're enclosed in a soft, comfortable headband you can position the speakers in exactly the right place over your ears. This means you get the best sound with the best level of comfort.

Anywhere, Anytime. Halo Headphones can be used anywhere, whether you are walking, running or training at the gym. And because they are so comfortable, you can even wear them while sleeping!

About the Smart 100

Leading business magazine Australian Anthill and market research leader Colmar Brunton joined forces to create the 'Smart 100', Australia's largest and most democratic innovation awards. The Awards process spanned over six months and harnessed the power of 1,600 mavens identified by Colmar Brunton to judge the 861 products entered.

"The SMART 100 aims to bring a greater commercial focus to the concept of innovation, returning ownership of the principles surrounding this important word to the private sector," said James Tuckerman, Founder and Publisher of Anthill Magazine and founder of the 'SMART 100' Index. "Most awards rely on the expertise of a select few. The inaugural 'SMART 100' employed the knowledge and opinions of over 1,600 'maven' judges."



The Smart 100 contains representatives from a broad range of industries, proving that Australia has a diverse and robust talent for innovation. Industries represented include medicine and bio-technology, sport, energy, occupational health and safety, textiles, telecommunications, education, art and the environment.

"The word 'innovation' means many things to many people. In fact, it is so over-used it is in danger of losing its meaning... and relevance," said Tuckerman. "As a nation, we are facing new challenges. New ideas are needed to fuel new industries for Australia to remain internationally competitive. The 'SMART 100' Index is not just about unearthing these innovations. It is also about market testing the ideas by putting them under the scrutiny of people with a unique ability to gauge their future success."

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What is a 'maven'?

Academics have known about the existence of Mavens for many years, claiming they have a particular psychotype. However, it was Malcom Gladwell's book 'The Tipping Point' that really gave rise to this underutilised group in society.

Gladwell described Mavens as "those who are intense gatherers of information and impressions, and so are often the first to pick up on new or nascent trends". 'Maven' is a Yiddish word that means, literally, "one who understands".

According to John Shanahan, CEO, Colmar Brunton, "The maven's unique talent is his or her ability to unearth and identify, from all the new products and services available in the marketplace, the innovations that are worth propagating. A maven also generally has the ability to communicate the potential of the innovation to the broader public and, therefore, plays an integral role in the mass take-up of any innovation.

"These people have the ability to identify innovations that will meet an important need for the population. The hypothesis is that Mavens will provide a more predictive measure of innovation than mass consumers or, indeed, experts in the field – because they have a unique ability to identify the importance and relevance of an innovation."

What is Anthill Magazine?

Anthill is one of Australia's leading business magazines and online communities. It is dedicated to innovation, entrepreneurship and the commercial development of Australian ideas. Anthill is distributed nationally through over 1,200 newsagents, via subscription and through its recently re-launched website (<http://anthillonline.com>).

Who is Colmar Brunton?

Colmar Brunton is one of Australia's largest market research agencies, with offices in Singapore and every mainland state of Australia. Colmar Brunton stays at the forefront of technology by embracing new ways to gain greater insights from research. Colmar Brunton and Anthill

have partnered in the development of a new methodology that combines traditional measures with new technologies and crowdsourcing techniques.

**For further information on the SMART 100, contact:
Lachlan Wharton on (03) 9428 3777.**

Photos available on request.

THE AUSTRALIAN ANTHILL SMART 100

THE TOP 10

<p style="text-align: center;">Fermiscan Breast Cancer Test</p> <p>provides a new method for screening and diagnosing breast cancer by taking a sample of scalp hairs which are free of treatments such as dyes for period of at least four weeks prior to collection, and exposing them to an X-ray beam produced in a synchrotron. The resulting diffraction pattern is scrutinized for the ring associated with breast cancer.</p>
<p style="text-align: center;">FreeTrekka Replacment Wheelchair Wheel</p> <p>enables standard user propelled wheelchairs users to ascend and descend stairs unassisted, and travel over soft ground and sand also. It's contained entirely within a pair of replacement wheelchair wheels. The wheels can be retrofitted to most standard wheelchair frames.</p>
<p style="text-align: center;">BNC105</p> <p>provides a new method to attack cancer tumours, over and above existing chemotherapy treatments by blocking the blood supply to a solid tumour, which effectively starves the tumour of nutrients. Initial tests show that BNC105 has the ability to both block the supply of nutrients to a tumour as well as directly destroy the cancer cells.</p>
<p style="text-align: center;">Snapit Ampoule Opener</p> <p>reduces the risk and occurrence of sharps injuries from glass ampoules in the medical, cosmetic, diagnostic and veterinarian industries by replacing the hand when snapping open a glass ampoule. A silicone O ring housed inside a cylindrical tube expands and then locks onto the glass ampoule lid. The lid can then be levered off. It remains secured until ejected by the user using a spring forced plunger that runs through the cylindrical body.</p>
<p style="text-align: center;">Tummy Shield</p> <p>directs the pressure exerted by a seat belt in case of a collision or sudden braking away from the tummy area giving the user (pregnant women) comfort and piece of mind while driving, it will also encourage the user to use a seat belt. It can also be used by a person who has undergone abdominal surgery.</p>
<p style="text-align: center;">Portable Retinal Camera</p> <p>makes it easier to capture digital images of the retina of the eye for screening for eye disease in remote areas and the developing world. The images are needed to identify people who require treatment to prevent loss of vision.</p>
<p style="text-align: center;">Savvytel Prepaid</p> <p>offers credits that never expire, an Australian first and a world first. For the first time, Australians don't have to use their call credits in a short period of time. Savvytel refreshes call credits.</p>
<p style="text-align: center;">Mediseus Temporal Bone Simulator</p> <p>is a realistic temporal bone surgery simulator. Current practice for teaching temporal bone drilling to surgical residents is done by supervision on expensive bone specimens from cadavers or real patients. Neither option facilitates thorough, risk-free training. Cadavers are costly and usually in short supply – with some countries banning them altogether.</p>
<p style="text-align: center;">Glow in the dark evacuation system</p> <p>provides visibility in the dark without the need for electricity or batteries. It is designed to enhance safety both in the work place and in the home. Products include stair treads, house numbers, signs, tapes, paint to name a few by producing its own light via the stimulation of the molecules when exposed to a light source and or heat. During the day or when the objects are exposed to UV or ambient light they are charged and the electrons become excited. The energy produced through the stimulation is expressed in the form of light.</p>
<p style="text-align: center;">cone-head™</p> <p>incorporates low density foam cones within the thickness of the high density foam liner to improve the ability of the shock absorbing foam liners in helmets to absorb an impact force more effectively. It does this by allowing the new cone-head™ liner to act like a crumple zone around the head. On impact the cones will initially crush or compress allowing the liner to absorb an impact force more effectively when compared with single-density hard foam liners in helmets. The initial crushing helps to reduce the deceleration of the head.</p>

**For further information on the SMART 100, contact:
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THE TOP 100

1	Fermiscan Breast Cancer Test
2	FreeTrekka Replacment Wheelchair Wheel
3	BNC105
4	Snapit Ampoule Opener
5	Tummy Shield
6	Portable Retinal Camera
7	Savvytel - Prepaid Call Credits NEVER Expire
8	Mediseus Temporal bone simulator
9	Glow in the dark evacuation system
10	cone-head™
11	Reversed Rural Electrification
12	Sun Lizard Solar Climate Control System
13	Yoober
14	SimPAD(r)
15	Crust Heart Foundation Tick Approved Pizzas
16	ATM Raminator
17	T-Line Safety System
18	waterless car washing and detailing
19	Tube Terminator®
20	Sweet Dreams
21	solar energy technology
22	Renewable energy from organic wet waste streams
23	Stylyx Bicycle
24	Australia's first counselling portal
25	Stepwise
26	Switchselect.com
27	MERINOfresh™
28	The BuzzBox
29	apartmentreviews.com.au
30	MillMapper
31	Krinner Groundscrews
32	SomniLink-SPAP
33	Handheld Human/Animal Diagnostics at Point of Care
34	MonkeyBar
35	Natural Sweetener For Foods and Beverages
36	GripSox
37	Nirvana spectrometer
38	Coomercail Scale Aquaponic Food Production Systems
39	Biofilter
40	Cursions 2008
41	QlikView
42	Quietwave® CMT
43	Orbita Mouse

44	Evado Clinical Trial Software
45	The Piccolo
46	flaik
47	Sweax Underarm Liners
48	Halo Headphones
49	Pole Grippa
50	Sumo Sized Salads Made to Order
51	APPLEBOX
52	Observant Remote Management System
53	www.receiptkeeper.com.au
54	VFX V-Machine
55	Perkler
56	alpine rice
57	miRoamer
58	Weigh2go
59	Oxy-Hydrogen Fuel Supplementation
60	WOMOW.com.au - Word Of Mouth On the Web
61	Aggregation of All Information and Product in the Australian Community Sector
62	The innovation is a one stop gear carrying system for kids
63	SKIN CANCER
64	GreenMobiles
65	Store Specials
66	Yield Prophet
67	Fiobuoy: submersible marine marker buoy & retrieval system
68	Making people count
69	Digital Shower Timer
70	Drug Discovery
71	ClickBook.net
72	OurWishingWell.com
73	Sensor Network Analyzer (SNA)
74	ROBOTIC GRASS ADVERTISING
75	High Pressure Double Swivel
76	SoftwareShortlist
77	Corporate Family Program
78	mHITS - person to payments by SMS
79	PassWindow
80	An innovative cost-per-lead advertising venue for celebrants
81	Global Corporate Challenge
82	RedBubble.com
83	Laser Diode Controller
84	Rapid Consulting
85	Tagmotion video search
86	thewebconsole.com
87	Aconex online collaboration system

88	Avian Terrain Engine
89	Montage Field & Works Management System
90	ExitReality
91	Vodafone Business One
92	spellr.us
93	99designs.com
94	Snapsil
95	'JobOffice' - web based e-recruitment software
96	Remunerate
97	PeopleInsite
98	www.kangaruni.com
99	The Scarpar
100	Loop11

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