

The initial winners of I3A's VISION 2020 Imaging Innovation Awards were announced on November 10, 2009 during I3A's interactive, technology-focused 63rd Annual Conference, in Monterey, California. Conference attendees were treated to demonstrations of the winners' innovative technologies.

The VISION 2020 Imaging Innovation Awards Program is a new initiative to energize, recognize and celebrate innovators whose ideas will drive the industry toward a vision of the future of intelligent imaging.

### The Winners

The three winners selected from a pool of submissions by the VISION 2020 panel of judges are:

- **Gold: CogniSign Inc.** (<http://www.cognisign.com/>) of San Francisco, for its image search technology platform that seeks to solve the "images are a black box" problem found in a wide variety of consumer Internet and mobile applications. CogniSign's technology extracts visual meaning from the arrangement of the pixels themselves, by using computer vision, to both find similar content and to decipher the subject matter of the image.
- **Silver: Tessera** (<http://www.tessera.com/>) of San Jose, California, for its latest Imaging & Optics demonstrator: a wireless "smart" camera module in a toy. The demonstrator includes a VGA wafer-level camera that integrates the company's wafer-level optics and image sensor packaging, face and smile detection technologies. Combined, these technologies enable the toy to detect multiple faces and provide appropriate responses, from making happy sounds when a new face appears, to laughing when a face smiles.
- **Bronze: imsense ltd.** (<http://www.im-sense.com/>) of Cambridge, UK, for its eye-fidelity™ Dynamic Range Correction technology, particularly as applied to video content processing. It automatically optimizes a video's brightness and contrast, revealing all details, while perfectly respecting the color balance, with the result that people "see what they saw" when they captured their videos.

### VISION 2020 Awards Criteria

VISION 2020 Imaging Innovation Awards are given to those individuals, teams, organizations or companies whose product or service innovations enable the future vision. An innovation may be drawn from the areas of capturing, storing, sharing, managing, processing or printing, among others. VISION 2020 entries were evaluated based on each submission's relevance to the imaging industry, its potential market impact (does it solve a significant market problem?), the method of impact (how does it bring change to the market?), its uniqueness and its implementation status (how real is it? are there patents, beta programs or proof of concept?).

The inaugural panel of VISION 2020 judges included Christopher Chute, IDC; Philippe Kahn, Fullpower; Mark Kalow, Soquel Group; and George Schaub, Shutterbug.