SXSW

Finalists for the 21ˢᵗ Annual SXSW Interactive Innovation Awards Announced in 13 Categories

Awards Honor the Year's Most Forward-Thinking Companies,
Includes SXSW Interactive Hall of Fame Inductee Eli Pariser

Austin, TX – February 8, 2018 - South by Southwest® (SXSW®) Conference and Festivals (March 9-18, 2018) has announced 64 finalists for its 21ˢᵗ Annual SXSW Interactive Innovation Awards. Presented by KPMG, the Awards recognize the most exciting tech developments in the connected world. Winners will be announced at the Awards ceremony, taking place Tuesday, March 13 at 7 p.m. CDT at the Hilton Austin Downtown (Grand Ballroom, 6th Floor). This event is open to all SXSW Interactive, Film, Music and Platinum badgeholders.

Badgeholders will have the opportunity to interact with finalists and see their work in action at the Interactive Innovation Awards Finalist Showcase, Sunday, March 11 from 11 a.m.-5 p.m. CDT at the Hilton Austin Downtown (Salons C, D, and E, 4th Floor). The Finalist Showcase offers a first look at 2017's best, most forward-thinking projects in the fields of health and bio-tech, VR and AR, AI and machine learning, privacy and security, smart cities and responsive design, and more. Registered media and official Awards jurists will have exclusive access to the Showcase and finalist demos that morning, from 10-11 a.m. CDT.

"We are proud to share a hands-on experience for every SXSW conference attendee to explore the trendsetting new technology during the Finalist Showcase," said Hugh Forrest, Chief Programming Officer for SXSW Interactive. "I'm particularly excited for our newest category, AI & Machine Learning, which is at the forefront of technological change and innovation within almost every industry."

SXSW Interactive Hall of Fame

Additional honors at the Awards ceremony include the SXSW Interactive Hall of Fame inductee, Eli Pariser. The SXSW Interactive Hall of Fame recognizes pioneers within the interactive community whose career achievements have charted the course for the future of the digital industry. Pariser is the President of Upworthy and GOOD Worldwide and has dedicated his career to exploring how technology can elevate important topics in the world—as an author, online organizer, and most recently, co-founder of Upworthy.

SXSW Interactive Innovation Awards Finalists

A panel of judges comprised of industry peers and experts reviewed hundreds of applications to determine this year's SXSW Interactive Innovation Awards finalists. Each entry was graded on four criteria: creativity, form, function and overall experience. The Finalist Showcase provides an in-person experience for the judges to complete their final round of voting to determine the winners in all 13 categories. SXSW Interactive, Film, Music and Platinum badgeholders vote to determine the winner of the People's Choice Award.

The SXSW Interactive Innovation Awards will reveal winners in each of the 13 categories plus five additional honors, including: Best of Show, People's Choice, Breakout Trend of the Event, Speaker of the Event, and Meme of the Year.

AI & Machine Learning
Honoring digital systems which have the ability to adapt to changing data, stimuli, and circumstances; replicating learning, problem solving, and cognition.

eBALLution by Akatsuki Inc., Shinagawa-ku, Toyko
Swarm IA by Unanimous AI, San Francisco, CA

The Cognitive Story by Darwin Ecosystem, Dallas, TX
Toyota Mirai - AI by Tool, Santa Monica and Saatchi & Saatchi, Los Angeles, CA
Woebot by Woebot Labs, Inc., San Francisco, CA

Health, Med, & BioTech
Honoring the new technology that best improves the quality, efficacy, and cost-effectiveness of prevention, diagnosis, treatment, and care in health and medicine.

MasSpec Pen by the Eberlin Lab at The University of Texas at Austin, Austin, TX
EksoVest by Ekso Bionics, Richmond, CA
Spark: An Autonomous Fitness & Rehabilitation Platform by James Simmons, Gonzalo Gelso, Hwanghah Jeong, Dipali Bajaj, Zhaolin Cai, and Andrew Sibert, Savannah, GA
Movement Tracks Project by Center for Music Therapy, Inc., Austin, TX
Turning Machine Intelligence Against Lung Cancer by Booz Allen Hamilton, McLean, VA

Innovation in Connecting People
Honoring the best new way to connect and communicate with others.

Airbnb x VICE Experiences by Airbnb, San Francisco, TX
ElliQ by Intuition Robotics, Ramat Gan, Israel and San Francisco, CA
Maestro: Empowering VR Storytelling Through Social Collaboration by Penrose Studios, San Francisco, CA
Hands-Free Music Project by Microsoft Corporation, Redmond, WA
The Read To Me Project by The Electric Factory, Montevideo, Uruguay

Music & Audio Innovation
Honoring 2017's best device or service that changes and improves the way we listen to and enjoy music.

Bacardi - Music Liberates Music by BBDO New York, NY
Downtown Records - Live Looper by BBDO New York, NY
Harman Connected PA by Harman, a Samsung Entity, Plano, TX
Hands-Free Music Project by Microsoft Corporation, Redmond, WA
Dolby Atmos for Music by Dolby Laboratories, San Francisco, CA

New Economy
Honoring those redefining the exchange of goods and services, from the sharing economy, to virtual currency, to micro-finance, to mobile-device-payment systems, and beyond.

Interactive Fitting Room by Stefanka, Montréal, QC
MRI AutoDetect: The ProMRI Advantage by BIOTRONIK INC, Portland, OR
The World's First AI Financial Advisor by Pefin, New York, NY
Autonomous Operations Platform for Selfdriving Fleets by Ridecell, San Francisco, CA
Setapp, the first Mac app subscription service by MacPaw, Kyiv, Ukraine

Privacy & Security
Honoring 2017's most progressive accomplishment in the way we go about securing our data and ensuring our privacy.

bot detection by botswatch GmbH, Berlin, Germany
BullGuard for Dojo by BullGuard, Redwood City, CA and Herzliya, Israel
Ghostery Privacy Ad Blocker by Ghostery, New York, NY
Data Subject Access Rights Portal by OneTrust, Atlanta, GA
YubiKey 4C Nano by Yubico, Palo Alto, CA

Responsive Design
Honoring excellent digital design, creating the best-integrated interaction in terms of content, aesthetics, and functionality.

K'gari: The Real Story of a True Fake by SBS Online Documentaries and Digital Creative Labs, Sydney, New South Wales
KONTINUUM, an underground journey through time by Moment Factory, Montréal, QC
Quest to LEGOLAND by VML, New York, NY
The Coca-Cola Times Square Billboard by space150, Atlanta, GA
TinyMOS: Astrophotography made small, smart and social by Y&R Singapore, Singapore

SCIFI No Longer
Honoring the coolest scientific achievement or discovery that before 2017 was only possible in science fiction.

Google Earth VR by Google, Mountain View, CA
HoloPlayer One by Looking Glass, Brooklyn, NY
Jacquard™ by Google, Mountain View, CA
Simulate the invisible: a real-time muography simulator developed for ScanPyramids mission by Benoit Marini, Paris/Bordeaux, France
The Dermal Abyss: When Tattoos meet Biotechnology MIT Media Lab, Harvard Medical School and UC Davis, Davis, CA

Smart Cities
Honoring innovations in eco-friendly or sustainable energy, transportation, and IoT technology, making life in the connected world a smarter, cleaner, greener, and more efficient Internet of Everything.
Smart Cities

Floating an Idea: The + POOL Story by m ss ng p eces, Tribeca Studios, Heineken Cities Project, Brooklyn, NY
The Future of Fast: Alta's Lithium-Ion Battery Pack by Alta Motors, Brisbane, CA

Gita by Piaggio Fast Forward, Boston, MA

Jacques-Cartier Bridge Interactive Illumination Concept by Moment Factory, with: Réalisations Montréal Inc., Ambiances Design Productions, ATOMIC3, Éclairage Public / Ombrages, Lucion Média and UDO Design. Project directed by Jacques Cartier and Champlain Bridges Inc., Montréal, QC

Student Innovation
Honoring the student with an exceptional interactive technology project or startup; both of which are the future.

Facebook Messenger Blood Type Bots by Miami Ad School Europe, Hamburg, Germany
Philips HaptoCube by Miami Ad School Europe, Hamburg, Germany
Samsung Magic Bed by Miami Ad School Europe, Hamburg, Germany
Seeing Theory: A Visual Introduction to Probability and Statistics by Daniel Kunin, Jingru Guo, Tyler Dae Devlin, and Daniel Xiang, Providence, RI
TinyMOS: Astrophotography made small, smart and social by Y&R Singapore, Singapore

Visual Media Experience
Honoring content creation and delivery that moves beyond passive viewership by providing a more immersive and engaging entertainment experience.

Deep City by HUSH, Brooklyn, NY
GE - Unseen Stars by BBDO New York, New York, NY
LEGO House Fish Designer by LEGO House / Trigger Global, Los Angeles, CA
NASA: Data Lens by Bluecadet, Philadelphia, PA
Player.me by SplitmediaLabs Limited, Manila, Philippines

VR & AR
Honoring breakthroughs in augmented and virtual reality technology including the application of new hardware or software which truly make the virtual a reality.

Directional AR and more. The minimalist way by by WAGOO ITALIA SRLS, Irving, TX
Maestro: Empowering VR Storytelling Through Social Collaboration by Penrose Studios, San Francisco, CA
Quest to LEGOLAND by VML, New York, NY
RadHA (Radiology with Holographic Augmentation) by Bencin Studios, Smyrna, TN | UCSF & HoloSurg3D Lab Lab, San Francisco, CA
Zero Days VR by Scatter, Brooklyn, NY

Wearable Tech
Honoring the new hardware that revolutionizes the convenience, comfort, functionality, efficiency, and fashion of having a device literally "on you."

CardioLens by Microsoft Research, Seattle, WA & ENAC, University of Toulouse, Toulouse, France
DAQRI Smart Glasses by DAQRI, Los Angeles, CA
Jacquard™ by Google by Jacquard By Google, Mountain View, CA
Motiv Ring by Motiv Inc, San Francisco, CA
NIGHTWATCH by Protequus LLC, Austin, TX

The list of winners from the 2017 competition can be found here.

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2018 will take place March 9-18, 2018.

SXSW 2018 is sponsored by Bud Light, smart, Capital One, The Austin Chronicle, and Mercedes-Benz.

<div align="center">###</div>

Press Contact
Brett Cannon
Senior Publicist, SXSW
512-467-7979
Brett@sxsw.com