

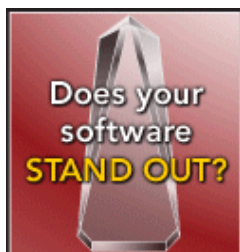
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March 16, 2008

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2007 Software Innovation Award Winners

The Computing Technology Industry Association (CompTIA), the leading trade association for the world's information technology (IT) industry, announced the winners for the inaugural SoftwareCEO Software Innovation Awards at Breakaway, CompTIA's annual member conference held at the Mirage Resort and Casino in Las Vegas, NV.

The awards recognize innovative software products and new business models in eight different categories.

The winners are:



Award Category	Company Name	Product or Service Name	Summary of Innovation
Company Achievement in Innovation		AstoundSound	4D audio from only two speakers
Most Innovative Enterprise Software		Parity	Anti-malware with whitelist, blacklist, and graylist
		Decision Advisor	Modeling tool that deals with high uncertainty
Most Innovative General Business Software		Clearspace	Easy-to-use Web 2.0 knowledge-sharing platform
Most Innovative Service/Business Model		Competitive Intelligence service	Human smarts combined with web research
		OpSource On-Demand	Software "bus" to help ISVs roll out SaaS
Most Innovative Small and Medium-Sized Infrastructure Software		Rave	Visually compelling CRM using game design techniques
Most Innovative Software for the Software Industry		FLEXnet Publisher 11.3	Software installation and licensing utilities
Most Innovative Software Idea		rBuilder and rPath Appliance Platform	Simple platform for creating appliances
Most Innovative Vertical Industry Software		Accelerator	Graphical health record for tablet PCs
		3D PDA Viewer	3D interactive repair manuals on PDA

Award winners were determined by evaluations of six judges:

1. **Winton Churchill**, Churchill Sales Cycle Solutions, Inc.
2. **Gordon Graham**, Editor, Software CEO
3. **Robert Dubicki**, Agili-T Group
4. **Bruce Hadley**, Founder, SoftwareCEO
5. **Mark Paul**, Synergy Consulting Group, Inc.
6. **David Sommer**, Vice President, E-Business and Software Solutions, CompTIA

Criteria for the awards include:

- **Scope** - What business problem or opportunity does the software innovation address? What is the size of the problem/opportunity?
- **Impact** - What practical results, such as sales, users or profits, has the innovation had on a software product or on the software industry? The innovation must be new and have both a current and future impact.
- **Novel** - How does the innovation break with traditional ideas or processes?

For more information on the Software Innovation Awards:

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- [Eligibility and Nominations](#)
- [How to Enter](#)
- [Categories](#)
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