

FOR IMMEDIATE RELEASE

## 2007 WSA Industry Achievement Award Winners

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*Kirkland-based Inrix Inc. Takes Home 'Breakthrough Technology of the Year' Award for First Nationwide Real-Time and Predictive Traffic Solution*

**SEATTLE – (March 22, 2007)** - The 2007 Industry Achievement Award winners were announced Wednesday night at the Westin Hotel at the 12th annual Industry Achievement Awards (IAA), the annual technology awards gala that recognizes the state's most outstanding technology achievements in a variety of categories, hosted by the WSA, the state's oldest and largest technology trade organization focused on ensuring Washington State's leadership position in the digital economy.

The IAA's are considered to be one of the technology industry's most prestigious events, attracting more than 1,000 business and community leaders who drive the growth of Washington State's technology industry.

The winning companies and technologies include:

***Breakthrough Technology of the Year:***

Inrix Inc. for the Inrix Smart Dust Network & Inrix Traffic Fusion Engine

- The Inrix Smart Dust Network is the first nationwide traffic solution to go beyond the limitations of road sensors and provide accurate real-time and predictive traffic speed information for major freeways, highways, arterials and side streets in every major metropolitan area in the U.S.
- Only Inrix's proprietary Traffic Fusion Engine incorporates the power of advanced Bayesian analytics to combine GPS probe data with hundreds of other market-specific data sources enabling the most accurate real-time and predictive traffic information and broadest coverage available.

***Technology Innovator of the Year:***

Chris Diorio, Ph.D., Chairman and CTO, Impinj, Inc.

- Impinj, Inc. is a fabless semiconductor company whose patented Self-Adaptive Silicon® technology enables its two synergistic business lines: high performance RFID products and innovative semiconductor intellectual property (IP).

***Business Product of the Year:***

Attenex Corp. for Attenex Patterns E-Discovery Software

- Attenex e-discovery software combines patented content analysis technology, intuitive visual applications and a powerful processing engine to accelerate the identification of relevant information in its native format for use by leading corporations, law firms and legal service providers.

***Consumer Product of the Year:***

Farecast, Inc. for Farecast.com

- Farecast.com is the first airfare prediction website that helps online travel shoppers save money by answering the question; should you buy now or wait?

**Service Provider of the Year:**

PTSO of Washington

- PTSO works in partnership with Community Health Centers to improve patient care through shared, cost effective technology services.

**Best Use of Technology in the Government or Nonprofit:**

PTSO of Washington for Physician Practice Management and Electronic Medical Records

**Community's Choice Award:**

Logos Bible Software for Logos Bible Software 3

- Logos Bible Software 3 makes Bible study easier and more rewarding, consisting of a free software engine (the Libronix Digital Library System), addin modules that provide specialized functionality and collections of electronic books targeted to your needs.

"The Industry Achievement Awards honor the innovative spirit that continues to make Washington State one of the premiere technology regions in the U.S.," said Ken Myer, WSA president and chief executive officer. "We're honored to bring together some of the top minds and forward-thinking companies in the state to celebrate their achievements."

**About the WSA**

Founded in 1984, the WSA (formerly the Washington Software Alliance) is a community working together to advance the economic value and global impact of technology companies. The result is that it is helping to secure the region's leadership in the technology industry. With more than 1,000 member companies representing more than 100,000 software, Internet, telecommunications and technology company employees, the WSA is a catalyst for industry connections and collaboration. Its members work together in content communities, receive key business services, and lead the advocacy of issues necessary to grow Washington State's impact as a leader in the digital economy. For information, please see [www.wsa.org](http://www.wsa.org).

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