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TECHNOLOGY

INNOVATION

AWARDS

Ahead of the Pack

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**SOFTWARE**

**Electronic Learning Products, U.S.**

■ Tune in to Reading, software that helps students boost their reading skills.

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**DOW JONES**

# Ahead of the Pack

*Among this year's winners: a hypertension drug, a device that pulls drinking water from the air and a service that delivers TV over the Web*

By MICHAEL TOTTY

**H**IGH BLOOD PRESSURE is a killer. Nearly a billion people around the world and one out of three in the U.S. suffer from the condition. Yet no new therapy has been developed in a dozen years. Until now.

Scientists at Switzerland's Novartis AG and Speedel Holding Ltd. have developed a drug that promises to control hypertension by blocking an enzyme that can trigger it. The drug, Tekturna, has been approved by U.S. and European Union regulators.

Tekturna is the Gold winner in The Wall Street Journal's seventh annual Technology Innovation Awards contest. Judges from business, research and academic organizations chose winners in 12 categories, along with overall Gold, Silver and Bronze winners and one Honorable Mention.

A Wall Street Journal editor screened more than 800 applications, narrowing the field to about 150 entries. The judges picked the category winners and runners-up. A technology had to be a breakthrough from traditional methods, not just an incremental improvement.

The Silver went to Aqua Sciences Inc., Miami Beach, Fla., which has devised a way to pull drinking water from the air, even in the driest parts of the world. Similar systems work effectively only in places with high humidity. The technology uses a blend of salts to collect water, then employs a combination of heat, chemistry and mechanics to extract the water from the salts. Aqua Sciences has sold systems to the U.S. Army and the Federal Emergency Management Agency.

The Bronze went to Joost NV, Luxembourg, for a free service that delivers TV programming over the Internet. Unlike YouTube and other video sites, Joost offers full-length and full-screen programs. Founders Janus Friis and Niklas Zennstrom also developed the Skype Internet phone service and Kazaa file-sharing service. Like Kazaa, Joost uses peer-to-peer technology for faster, more reliable downloads. But unlike Kazaa, which faced charges that it encouraged piracy, Joost is signing deals with big media companies.

Honorable Mention went to Electronic Learning Products Inc., Tampa, Fla., for Tune in to Reading software that helps students boost their reading skills—while seeming to improve their singing. Students sing into a microphone, following along with lyrics on a computer screen. The software scores the singer by how much of the performance is on pitch; at the same time, repeatedly reading the lyrics improves word-recognition and sight-reading skills.

Here are the winners in the industry categories.

## SOFTWARE

Electronic Learning Products' founder, Carlo Franzblau, originally set out to sell software that helped people learn to sing. As the program was being tested, one of the trial users—a middle-school student—discovered that her reading was improving. Research found that students using the software could improve their reading by more than a full grade level on average. The Honorable Mention product was released in September 2006.

## The Judges

The following served as judges for The Wall Street Journal's Technology Innovation Awards. None of them voted on any entries in which their companies or organizations may have had an interest.

### ASHEEM CHANDNA

■ Partner / Greylock Partners

### STEPHEN E. CROSS

■ Vice President / Georgia Institute of Technology  
■ Director / Georgia Tech Research Institute

### ROBERT DROST

■ Distinguished Engineer and Director / Sun Microsystems Labs  
■ Gold Winner, 2004 WSJ Innovation Awards

### PETER GRAF

■ Executive Vice President, Global Marketing / SAP

### DIANE GREENE

■ Co-Founder, President and CEO / VMware Inc.

### BARRY JARUZELSKI

■ Vice President and Lead Marketing Officer / Booz Allen Hamilton

### ANTHONY KOMAROFF

■ Simcox-Clifford-Higby Professor of Medicine / Harvard

### Medical School

■ Editor in Chief / Harvard Health Publications

### RICHARD S. LANG

■ Chairman of the Department of General Internal Medicine / The Cleveland Clinic  
■ Editor in Chief / Cleveland Clinic Men's Health Advisor

### PEDRO NUENO

■ Professor of Entrepreneurship / IESE Business School, Spain  
■ Executive President / China Europe International Business School, China

### JANE ROYSTON

■ Professor of Entrepreneurship and Innovation / Swiss

### Federal Institute of Technology

■ Global Professor of Entrepreneurship and Innovation / Coventry University  
■ President / Create Switzerland

### KENNY TANG

■ Founder and Chief Executive / Oxbridge Capital Ltd.

### PETER TERWIESCH

■ Chief Technology Officer / ABB Ltd.

### WILLIAM WEBB

■ Head of Research and Development / Office of Communications, U.K.