

## Innovation Lions Shortlist 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Innovation Lions)</b>							
A01/010	00014	NECOMIMI	DENTSU,INC.	BIO SENSOR TECHNOLOGY/COMMUNICATION TOOL	DENTSU Tokyo	JAPAN	DENTSU Tokyo
A01/018	00023	TWO SCREENS ARE BETTER THAN ONE		NEW TYPE OF PHONE	YOTA Moscow	RUSSIA	YOTA Moscow
A01/032	00042	INGRESS	N/A	MASSIVE MULTIPLAYER LOCATION BASED GAME	NIANTIC LABS @GOOGLE San Francisco	USA	NIANTIC LABS @GOOGLE San Francisco
A01/043	00058	VISION SHIFT SYSTEM	SONY MARKETING (JAPAN)	NEW VIDEO EXPERIENCE SYSTEM	DENTSU Tokyo	JAPAN	DENTSU Tokyo / SONICJAM Tokyo / AKARI Tokyo
A01/050	00068	MOTLEY - TELLING STORIES AT THE SPEED OF CULTURE	CARLSBERG	SOCIAL MEDIA PUBLISHING TOOL	TBWA/DIGITAL ARTS NETWORK Copenhagen	DENMARK	CARLSBERG BREWERIES Copenhagen / TBWA/DENMARK Copenhagen / TBWA/DIGITAL ARTS NETWORK Copenhagen
A01/051	00070	CINDER		SOFTWARE TECHNOLOGY	THE BARBARIAN GROUP New York	USA	THE BARBARIAN GROUP New York
A01/055	00076	PZU DRIVE	PZU GROUP	CONECTED CAR ECOSYSTEM	K2 INTERNET Warsaw	POLAND	K2 INTERNET Warsaw
A01/070	00101	THE FIRE BLANKET CALENDAR	ENGEN	FIRE BLANKET CALENDAR	DRAFTFCB CAPE TOWN	SOUTH AFRICA	DRAFTFCB CAPE TOWN
A01/079	00107	WINDOW SHOPPING	ADIDAS	WE PUT SHOPPING INTO WINDOW SHOPPING	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI
A01/083	00112	Ballantine's tshirt	OS BALLANTINE'S	WORLD'S FIRST WEARABLE, SHARABLE, PROGRAMMABLE, 100% COTTON STATUS UPDATE	MEDIAMONKS Hilversum	THE NETHERLANDS	WORK CLUB London / MEDIAMONKS Hilversum
A01/093	00125	GOOGLE STREET VIEW HYPERLAPSE	N/A	LABS EXPERIMENT	TEEHAN+LAX Toronto	CANADA	TEEHAN+LAX Toronto

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A01/104	00184	VIRTUAL MAKEUP MIRROR	NATURA	KINECT TECHNOLOGY MIRROR	ID\ São Paulo	BRAZIL	ID\ São Paulo
A01/126	00180	THE FEED	GETTY IMAGES	VISUAL NEWS FEED	R/GA London	UNITED KINGDOM	R/GA London
A01/128	00186	SKY REC	SKY	THE FIRST HASHTAG THAT WORKS LIKE A RECORD BUTTON	AGÊNCIACLICK ISOBAR São Paulo	BRAZIL	AGÊNCIACLICK ISOBAR São Paulo
A01/175	00191	GUIDE DOTS	GUIDE DOGS ASSOCIATION FOR THE BLIND SINGAPORE	FREE AUDIO-BASED MOBILE APP FOR THE VISUALLY IMPAIRED	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE / VML Kansas City / UDKU Sydney
A01/176	00200	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK POWERED BY SOCIAL MEDIA	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm
A01/178	00161	SMALL WORLD MACHINES	COCA-COLA	VENDING MACHINE WITH LIVE STREAMING	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY / LEO BURNETT CHICAGO
A01/185	00232	TERRA VIP	TERRA PORTAL	TERRA VIP GLASSES INVENTION	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A01/207	00218	THUNDERCLAP	N/A	THUNDERCLAP - SOCIAL MEDIA TECHNOLOGY	DE-DE New York	USA	DE-DE New York
A01/213	00138	WEB LAB	GOOGLE	INTERACTIVE WEBSITE CONNECTED TO A MUSEUM EXPERIENCE	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London / GOOGLE UK London
A01/232	00152	RADIO AMBULANCE	AER (ASOCIACION DE RADIODIFUSION)	SFDDF	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A01/233	00155	A BOY AND HIS ATOM: THE WORLD'S SMALLEST MOVIE	IBM	STOP-MOTION ANIMATION MADE WITH ATOMS	OGILVY NEW YORK	USA	OGILVY NEW YORK
A01/234	00206	NIKE+ KINECT TRAINING	NIKE	FITNESS TITLE FOR XBOX 360	AKQA London	UNITED KINGDOM	AKQA London
A01/236	00057	MASTERCARD DISPLAY CARD	GETIN NOBLE BANK	DEBIT CARD WHICH SHOWS THE ACCOUNT BALANCE	GETIN NOBLE BANK Warsaw	POLAND	GETIN NOBLE BANK Warsaw

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A01/271 00281 TECH BALL STANDARD SPORTS SAPIENTNITRO London UNITED KINGDOM SAPIENTNITRO London  
CHARTERED BANK TECHNOLOGY

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**Total Entries: 25**