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Australia's Most Innovative Tech Start-ups to Compete in Bay Area Innovation Shoot Out

G'Day USA program connects Aussie entrepreneurs with U.S. investors

SAN FRANCISCO—December 1, 2009—[G'Day USA: Australia Week 2010](http://www.australia-week.com) (<http://www.australia-week.com>) today announced its fourth annual Innovation Shoot Out, a unique event that promotes Australian innovation by showcasing eight of the country's most pioneering technology companies. The event, part of G'Day USA: Australia Week 2010, will take place on January 20 at Microsoft's Mountain View, Calif.-based campus.

Now in its seventh consecutive year, G'Day USA: Australia Week promotes Australian capabilities in business, the arts, fashion, food & beverages and tourism across America and seeks to build stronger ties between the United States and Australia. The 11-day program will be conducted via events in five cities across the United States in January 2010. One of those events is the Innovation Shoot Out, which offers eight Australian companies with exciting new ideas the chance to present their technologies to U.S.-based venture capitalists to show that they are ready for commercialization in the United States. A distinguished panel of judges will rate the contestants based on the uniqueness of their technology and their potential for success in the U.S. marketplace.

"Australia has a deep history of creating a culture of innovation and fostering a successful investment climate for its entrepreneurs—it's one of the prime reasons the country's economic strength is increasing while many others are floundering," said Susan Lucas Conwell, CEO of SDForum, an Innovation Shoot Out partner. "The Innovation Shoot Out plays a critical part in helping to bring Australian innovation to the United States, highlighting the key differences between commercializing in the U.S. versus Australia and providing companies the knowledge they need to make a seamless transition."

This year, the presenting companies represent a wide variety of technology sectors, from clean tech to business software and consumer products:

- **Digisensory** (<http://digisensory.com/>), a leader in smart camera technologies
- **Intelliguard** (<http://www.intelliguardit.net/>), a provider of DDoS protection for online enterprises and Internet service providers
- **Mid-Comp International** (<http://www.midcomp.com.au/>), a supply chain management infrastructure provider
- **MultiTrode** (<http://www.multitrode.com/>), a specialist in lift station control and monitoring for water and wastewater facilities around the world
- **PowerHealth Solutions** (<http://www.powerhealthsolutions.com/>), a provider of technology solutions for hospitals and other healthcare organizations
- **Solar Gem** (<http://www.solar-gem.asia/solargem/>), a creator of affordable off-grid energy based on clean solar technologies
- **Synengco** (<http://www.synengco.com/>), a provider of technology that helps companies assess and reduce their greenhouse gas and other emissions

- **Zarloc** (<http://www.zarloc.com/>), a creator of high-quality remote helpdesk support technology for software companies

“The Innovation Shoot Out not only showcases Australia’s strengths in the innovation economy, but it also promotes collaboration between Australia and United States business. The U.S. has been, and remains, the driver of global innovation while Australia has been a major contributor to global innovation, producing a steady pipeline of new ideas and products looking for markets,” said Chris De Cure, OAM, Australian Consul-General in Los Angeles and chair of the G’Day USA Steering Committee. “From the world’s first bionic ear to ultrasound systems, Australia has provided the world with extremely impactful technologies, and we’re looking forward to seeing what some of our best innovators can come up with this year.”

The winner of this year’s Innovation Shoot Out will receive a prize package designed to help the company launch its business in the United States.

Those interested in attending the free, invitation-only event should contact Louis Matthews of Advance at louis@advance.org. Members of the media wishing to secure tickets for the Innovation Shoot Out should contact Katie James of Nyhus Communications at 206-323-3733 or katie@nyhus.com.

More information about the Innovation Shoot Out and G’Day USA: Australia Week 2010 is available at <http://www.australia-week.com/>.

About G’Day USA: Australia Week

G’Day USA: is an annual celebration of Australian Capability in the world’s largest and most prosperous economy, America. In six short years it has successfully tapped into the depth of the Australia-United States relationship to change perceptions of Australia in America and to strengthen and deepen bonds between the two countries. In 2010, the eleven day program will take in over twenty events across five cities. It will run from January 9-22, 2010 and showcases all things Australian, including business and investment, food and wine, travel & tourism, film, arts & culture and, fashion,. The event is produced by a Committee comprising representatives of the Australian Department of Foreign Affairs and Trade, Qantas Airways, Tourism Australia and the Australian Trade Commission and attracts the generous support of Australian state governments and business from the United States and Australia. . For more information, visit www.australia-week.com.

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