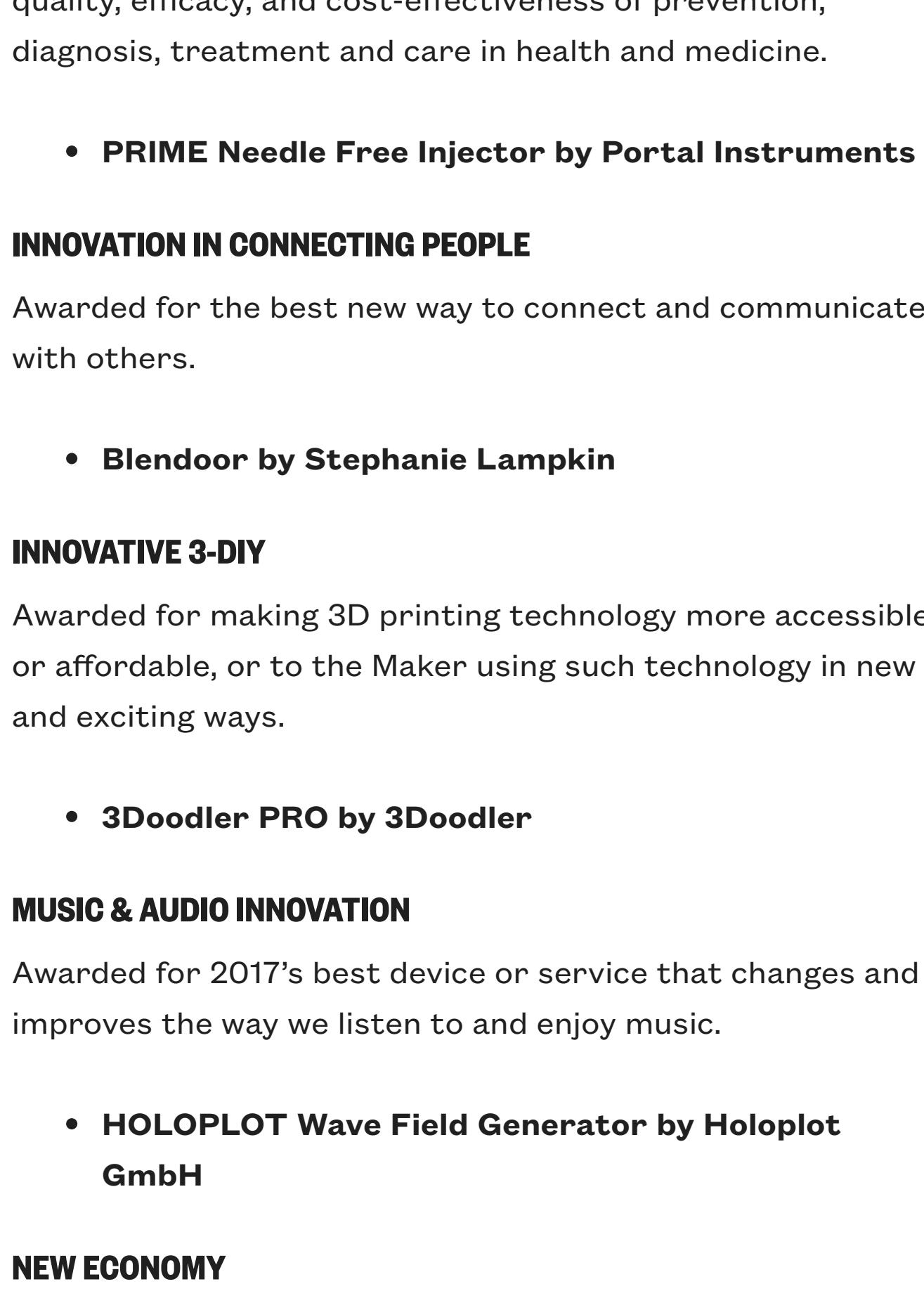


SXSW



Announcing the 2017 Winners of the SXSW Interactive Innovation Awards



Tonight the 20th annual **SXSW Interactive Innovation Awards** celebrated the 2017 Finalists and Winners. Emcees Janina Gavankar and Lyndie Greenwood announced the winners of the 13 categories and 7 special honors ranging from achievements in digital design to health technology and beyond.

It was a wonderful night celebrating the incredible speakers, trends, ideas, and ingenuity that came to Austin this year. Congratulations to all the 2017 winners!

2017 SXSW Interactive Innovation Awards Winners

HEALTH, MED & BIOTECH

Awarded for the new technology that best improves the quality, efficacy, and cost-effectiveness of prevention, diagnosis, treatment and care in health and medicine.

- **PRIME Needle Free Injector by Portal Instruments**

INNOVATION IN CONNECTING PEOPLE

Awarded for the best new way to connect and communicate with others.

- **Blendoor by Stephanie Lampkin**

INNOVATIVE 3-DIY

Awarded for making 3D printing technology more accessible or affordable, or to the Maker using such technology in new and exciting ways.

- **3Doodler PRO by 3Doodler**

MUSIC & AUDIO INNOVATION

Awarded for 2017's best device or service that changes and improves the way we listen to and enjoy music.

- **HOLOPLOT Wave Field Generator by Holoplot GmbH**

NEW ECONOMY

Awarded to those redefining the exchange of goods and services, from the sharing economy, to virtual currency, to micro-finance, to mobile-device-payment systems and beyond.

- **Blinker App by Blinker Inc**

PRIVACY & SECURITY

Awarded for 2017's most progressive accomplishment in the way we go about securing our data and ensuring our privacy.

- **D3CRYPT3D by PADECA LLC**

RESPONSIVE DESIGN

Awarded for excellent digital design, creating the best-integrated interaction in terms of content, aesthetics, and functionality.

- **My Grandmother's Lingo by SBS Online Australia**

SCIFI NO LONGER

Awarded for the coolest scientific achievement or discovery that before was only possible in science fiction.

- **DuoSkin by MIT Media Lab | Microsoft Research**

SMART CITIES

Awarded for innovations in eco-friendly or sustainable energy, transportation, and IoT technology, making life in the connected world a smarter, cleaner, greener, and more efficient Internet of Everything.

- **V3 by Pavegen**

STUDENT INNOVATION

Awarded to the student with an exceptional interactive technology project or startup; both of which are the future.

- **BionicM - Powering Mobility for All by Xiaojun Sun | JSK robotics lab at The University of Tokyo**

VISUAL MEDIA EXPERIENCE

Awarded for content creation and delivery that moves beyond passive viewership by providing a more immersive and engaging entertainment experience.

- **JourneyMaker by The Art Institute of Chicago**

VR & AR

Awarded for breakthroughs in augmented reality & virtual reality technology including the application of new hardware or software which truly make the Virtual a reality.

- **Tilt Brush by Google**

WEARABLE TECH

Awarded for the new hardware that revolutionizes the convenience, comfort, functionality, efficiency, and fashion of having a device literally "on you."

- **Halo 2 Made for iPhone Hearing Aids by Starkey Hearing Technologies | Karten Design**

SPECIAL HONORS

BEST OF SHOW

Finalist from the competition, who, overall, best exemplifies the values of innovation, inspiration and creativity.

- **The Sensel Morph by Sensel**

PEOPLE'S CHOICE

Voted on by the SXSW Interactive community at the second Interactive Innovation Awards Finalist Showcase.

- **Johnson & Johnson CaringCrowd by CI&T and R/GA**

BREAKOUT TREND OF THE EVENT

Trend that gained the most traction during SXSW Interactive 2017.

- **Deep Machine Learning**

DAVID CARR PRIZE

Awarded for the best new writer's essay, in honor of the late David Carr; our friend and great contributor to SXSW and the journalistic community, whose interest in the convergence of new media, technology, and culture inspires the essay topic for each year's competition.

- **Mike Armstrong - "The Heart of Something Heartless"**

SPEAKER OF THE EVENT

Speaker from SXSW Interactive 2017 whose presentation makes the biggest impact on the digital community.

- **Joe Biden**

INTERACTIVE HALL OF FAME

Honoring those exceptional trailblazers whose work has helped shape the connected world and who continue to guide the direction of the digital industry.

- **Kara Swisher**

MEME OF THE YEAR

Most ubiquitous meme that went viral in calendar year 2016 and that we just can't get out of our heads or off of our screens.

- **Prankster Joe Biden**

Roman Sick and Adrian Lara Moreno onstage at the 2017 SXSW Interactive Innovation Awards - Photo by Katrina Barber/Getty Images

By Jordan Roberts
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