

Innovation Update

CalgaryInc's 2006 Innovators & Idea-Makers issue featured the following innovators. Here's an update on what they've been doing since last summer:

1 THE INNOVATOR: Bruce Livingstone, CEO and founder, iStockphoto.com

THE INNOVATION: Selling stock images for as little as \$1 an image.

WHAT'S HAPPENED IN THE LAST YEAR:

September 2006 was a big month for iStockphoto. In addition to rolling out a stock video site, *iStockvideo.com*, iStockphoto's main site was translated into Spanish, German and French. The company's photo keyword search was made available in 12 languages simultaneously. Since September, membership has increased from just over 1 million to 1.6 million as of February 2007.

2 THE INNOVATOR: David Thomson, president, Challenger Geomatics Ltd.

THE INNOVATION: More efficient landfill design using GPS technology.

WHAT'S HAPPENED IN THE LAST YEAR:

In April, Challenger installed its GPS technology for landfill management in a second facility in British Columbia. Challenger is also looking at further industrial applications of its GPS technology, and installed a crane guidance system at an ALPAC forestry site in Grassland, Alberta. Challenger continues to sell its technology to the mining industry, and is also exploring the use of its technology for the oil and industry.

3 THE INNOVATORS: Pedro Pereira Almao and Steve Larter, co-directors, Alberta Ingenuity Centre for In Situ Energy

THE INNOVATION: In-reservoir refining of heavy oil and bitumen deposits.

WHAT'S HAPPENED IN THE LAST YEAR:

Since July, two patents have been filed for technologies based on their research. This spring, the centre's research budget grew by \$3 million annually with the addition of four oil industry company sponsors and one provincial energy agency.

4 THE INNOVATOR: Jim George, founder and COO, KnowledgeWhere Inc.

THE INNOVATION: GPS-based games for cellphones.

WHAT'S HAPPENED IN THE LAST YEAR:

In March, KnowledgeWhere was shortlisted to potentially provide lifestyle and mobile entertainment content to a major U.S. TV network, producing location-based tie-in games based on the network's prime-time shows. The vision includes connecting the shows with social networking sites

on mobile devices such as cellphones. This represents a broadening in scope for KnowledgeWhere, which George describes as extending the firm's technology to enable "three-screen" convergence, by merging TV, web and mobile device content using mobile location as the tie-in.

5 THE INNOVATOR: Maurice Moloney, founder and chief scientific officer, SemBioSys Genetics Inc.

THE INNOVATION: Bio-engineered insulin from safflower plants.

WHAT'S HAPPENED IN THE LAST YEAR:

The company filed its 20th patent related to bio-engineered oil-body production in September. In January, SemBioSys was approved to accelerate the regulatory process for its bio-engineered insulin, after proving to the FDA that its product is chemically and biologically identical to human insulin. In February, SemBioSys completed a second public offering, raising more than \$15 million for new research.

6 THE INNOVATOR: Lance Carlson, president and CEO, Alberta College of Art & Design

THE INNOVATION: Stirring Culture, featuring free public lectures on art and culture in society, and Stirring Culture 1.5, the creation of interactive visual maps of innovation, creativity and play.

WHAT'S HAPPENED IN THE LAST YEAR:

Building on the success of Stirring Culture, ACAD held Smart Night in March, which brought together 350 of Calgary's brightest businesspeople for a gala event about exchanging ideas. Smart Night also saw the debut of the innovation map series. Stirring Culture II is in the planning stages for late fall 2007/early spring 2008. The college wants to expand its reach to a national audience.

7 THE INNOVATORS: Barry Sanders, director and Alex Lvovsky, group leader, Institute for Quantum Information Science, University of Calgary

THE INNOVATION: Quantum information science and technology.

WHAT'S HAPPENED IN THE LAST YEAR: The

Quantum Technology team achieved a technological breakthrough in its development of quantum communication in November, demonstrating a new technique of routing quantum information flows or selecting the recipient to which quantum data would be sent. A new experiment began in January to cool rubidium atoms to one-thousandth of a degree above absolute zero in order to study their applications for quantum computing. In January, Dr. Wolfgang Tittle from the University of Geneva joined the institute as a primary researcher for experimental quantum cryptography.

8 THE INNOVATOR: Tim Bieber, CEO, Rip.TV

THE INNOVATION: Web 2.0 site featuring in-house produced and user-submitted video with an extreme sports theme.

WHAT'S HAPPENED IN THE LAST YEAR:

Rip.TV officially launched its full site in December and is still working toward exiting the "beta stage." It now has more than 10,000 registered users and has reached close to a million video views per month. The company signed a content deal in December with energy drink manufacturer Red Bull to distribute videos of extreme sports events that Red Bull hosts, which are attended by up to 40,000 spectators.

— Reagen Sulewski



Photos by Colin Way