

## SECOND ANNUAL NEW PRODUCT & TECHNOLOGY AWARDS® WINNERS ANNOUNCED

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The Mature Market Resource Center<sup>SM</sup> recently announced the winners of its second annual *New Product & Technology Awards*® — which recognizes innovative products and services for older adults and their families.

This year's competition featured more than 20 entry categories, including internet and computer technologies; monitoring/detection devices; prevention/health maintenance products and services; housing and design; safety products; fitness/recreation/hobbies; and more. More than 30 entrants received recognition in this year's competition.

Gold and Silver prize winners included *ActiveOne's Personal Assistance Link (PAL)*, a user-friendly cell phone with GPS tracking and fall detection capabilities; *It's Never 2 Late*, a touch screen computer system used for older adult games, group activities, and therapy; and *WellAWARE Systems*, a monitoring solution for caregivers that uses sensor technology. In the website category, Gold and Silver winners included: *American Bone Health*, *Cedar Community Lake Effect Multimedia*, *eCare Diary*, *Pacific Retirement Services*, *The Hartford*, and *Trace Consulting Group*. A complete list of categories along with a list of winners can be found on the awards program website: [agingawards.com](http://agingawards.com).

In addition to recognition in the *2010 New Product & Technology Awards*®, two entrants were selected as "Nana" Technology™ winners by the George Mason University Program in Senior Housing Administration. Andrew Carle, Director of the academic program, originated the "Nana" Technology term in 2004 to describe microchip-based technologies for older adults. This year's "Nana" Award™ recipients were *ActiveOne's Personal Assistance Link (PAL)* and *It's Never 2 Late*. (Editor's note: Please see next page for comments from Professor Carle on his "Nana" Technology selections.)

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### 2010 National Sponsors:



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The distinguished panel of judges for this year's competition included representatives from AARP, Aging in Place Technology Watch, Center for Aging Services Technologies (CAST), George Mason University, Presto Services, Inc., ProAging Information Network, ProMatura Group, Virginia Telehealth Network, and Mary Furlong & Associates.

George Mason University (GMU) served as the host site for judges reviewing product and service entries in the competition. Located in Fairfax, Virginia, a Washington, DC suburb, George Mason is a 30,000 student university with the nation's first academic curricula dedicated exclusively to the senior housing and care industry.

National sponsors for the 2010 competition include the American Association of Homes and Services for the Aging (AAHSA) and its Center for Aging Services Technologies (CAST); George Mason University's Program in Assisted Living/Senior Housing Administration; and American Custom Publishing.

The *Mature Market Resource Center*<sup>SM</sup> (MMRC) is a national information clearinghouse for professionals who work with older adults. In addition to the *New Product & Technology Awards*<sup>®</sup> and the *National Mature Media Awards*<sup>TM</sup>, the MMRC organizes the National Senior Health & Fitness Day<sup>®</sup> ([fitnessday.com](http://fitnessday.com)), the nation's largest older adult health promotion event. The MMRC also publishes reference materials and information resources about the older adult market.

For more information about the *2011 New Product & Technology Awards*<sup>®</sup> program including deadlines and sponsorship opportunities, please contact Gary Ford at 1-800-828-8225. E-mail: [gford@seniorawards.com](mailto:gford@seniorawards.com)

**2010 "Nana" Technology<sup>TM</sup> Winners** — Comments from Andrew Carle, Assistant Professor and Director of the Program in Senior Housing Administration at George Mason University, on the selection of the two entrants who received special "Nana" Award<sup>TM</sup> recognition as part of the *2010 New Product & Technology Awards: ActiveOne's Personal Assistance Link (PAL)* and *It's Never 2 Late*.

"As a 'personal assistance device,' the PAL is essentially a wearable 'On-Star System<sup>TM</sup>' for seniors," says Carle. "A press of a button allows you to speak to a live operator for directions, find a restaurant, or to place a dial free call to a family member. But it was the safety features that provided added value, including 24 hour assistance, automatic fall detection, and GPS tracking capabilities."

The *It's Never 2 Late* system was chosen for its ability to assist in therapy. According to Carle, "*IN2L* stood out in particular for its application to speech, occupational, and physical therapy for seniors who have suffered strokes, or other disabling injury or illness. Using engaging 'games' that require both cognitive and physical reaction skills, *IN2L* uses technology to enhance the sometimes dull and repetitive nature required of therapy — with the potential to improve utilization and maximize outcomes."

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