

Hillcrest Labs' Scoop™ Pointer Named Winner in the Interactive TV Category of the 2012 TV Innovation Awards

Las Vegas, NV and Rockville, MD – 12 January, 2012 – At CES 2012, [Hillcrest Labs](#) today announced its [Scoop™ pointer](#) was named winner in the Interactive TV category at the prestigious [2012 TV Innovation Awards](#) ceremony at the Monte Carlo Resort and Casino in Las Vegas.

Now in its third year and administered by IMS Research, a worldwide independent supplier of market research and consultancy to the global electronics industry, the 2012 TV Innovation Awards are one of the premier endorsements of innovation in television and recognize the most forward-thinking companies creating products and services that are changing the way people watch television.

This year there were 14 TV Innovation Awards presented, and each award category was judged by a completely independent expert panel.

According to IMS Research President, Ian Weightman: “One of the main reasons that the TV Innovation Awards have become so sought after is that each entry is judged on a completely level playing field. This ensures that companies, ranging from the biggest names in consumer electronics to innovative start-ups, can measure objectively how their products stack-up against those of their competitors.”

The Scoop pointer is a second-generation in-air mouse with 6-axis motion control, which interfaces wirelessly to any PC, Mac®, or USB HID compatible device through a USB dongle. It allows users to control browsers, games and other apps with simple hand motions on a variety of connected devices. The Scoop is an OEM reference design for companies that need a complete off-the-shelf device for their customers and is available in a version optimized for TV viewing or as a handheld wireless presenter.

Additional information about Hillcrest can be found at www.hillcrestlabs.com. Follow Hillcrest on Facebook at www.facebook.com/kylobrowser or Twitter at www.twitter.com/kylotvbrowser.

Ends

Hillcrest Labs Press Contacts:

Renee Burch, JLM Partners Inc. for Hillcrest Labs, renee@jlmpartners.com, 206-381-3600
or Jeremy Pemble, JLM Partners Inc. for Hillcrest Labs, jeremy@jlmpartners.com, 206-381-3600

About Hillcrest Labs

[Hillcrest Laboratories](#) (a.k.a. Hillcrest Labs) sells natural motion technology and software applications to consumer electronics manufacturers, service providers, and consumers that enable unique, interactive digital media experiences for TVs and other digital media devices. Hillcrest Labs sells and licenses its in-air pointing and motion control technology, called [Freespace](#)[®], for use in a wide range of consumer devices including remote controls and game controllers for Smart TVs, streaming media players, Blu-ray players, set-top boxes, PCs, and tablets. Companies that have licensed Hillcrest Labs' technology for use in their products include: Eastman Kodak, LG Electronics, Logitech, Roku, SMK, Sony Computer Entertainment Inc., Universal Electronics (UEI), Universal Remote Control, and others. For consumers, Hillcrest Labs also offers the [Kyro](#)[™] browser, a free Web browser for TV. Hillcrest Labs has received numerous awards and recognitions including the prestigious CES Innovations Honoree Award multiple times, PC World's 100 Best Products and Greatest Tech Designs, Popular Mechanics' Editors Choice, ECN's Reader's Choice Tech, and many others. For additional information, visit www.hillcrestlabs.com.

Hillcrest Labs, Freespace, the Scoop pointer, MotionEngine, and Kyro are trademarks of Hillcrest Laboratories, Inc. All other trademarks remain property of their respective owners.

About IMS Research

IMS Research is a leading independent supplier of market research and consultancy to the global electronics industry, offering syndicated market studies, custom research and consultancy services. Clients include most of the household names in the industry. IMS Research has offices in Europe, the US, China, Taiwan, South Korea, and Japan. To find out more, contact IMS Research: enquiries@imsresearch.com; T: +44 (0) 1933 402255; <http://imsresearch.com>