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**EYETECH DIGITAL SYSTEMS, INC. NAMED FINALIST OF PRESTIGIOUS 2007 EE TIMES  
ACE AWARD FOR MOST PROMISING TECHNOLOGY**  
*EyeTech Digital Systems, Inc. is Among Industry's Elite*

Silicon Valley, CA, April 5th, 2007 – EyeTech Digital Systems, Inc. a leader in eye tracking technology was named a Finalist in CMP Technology's EE Times third Annual Creativity in Electronics (ACE) Awards ([www.eetimes-ace.com/finalists.htm](http://www.eetimes-ace.com/finalists.htm)) for Most Promising Technology. EyeTech was selected a finalist due to its cutting edge eye tracking technology which is providing a lifeline for the severely disabled and is also bringing about entirely new products and applications.

"Our technology has traditionally been used as an aid for the disabled. However, the next few years will see it moving into many other areas of human machine interaction including video games, kiosks, public displays, etc."

--- Robert Chappell, President, EyeTech Digital Systems

EyeTech Digital Systems is a technology company based in Mesa, Arizona. They have been perfecting their eye tracking algorithms and designs for the past 12 years.

EE Times ACE Awards are presented in 18 categories and are judged by a blue-ribbon panel of industry experts, comprised of the leading voices of academia, industry and Wall Street executives. The judges will choose winners in seven categories. Winners in the additional 11 categories are either peer-to-peer or editorially selected.

"This year's ACE Awards finalists mark a shift in the industry, as the electronics industry becomes more focused on creating technologies attractive to consumers – from educational toys, to microphones, cell phones and light sensors," said Brian Fuller, editor in chief, *EE Times*. "The 2007 finalists represent the execution of forward-thinking technologies and creativity that captures the imagination of consumers, illustrating the influence that electronics and embedded design professionals have on today's culture."

The EE Times Annual Creativity in Electronics (ACE) Awards celebrate the creators of technology who demonstrate leadership and innovation in the global industry and shape the world we live in. These creators, and their innovations, will be recognized at the EE Times ACE Awards Gala on April 3, 2007, as part of CMP Technology's Embedded Systems Conference Silicon Valley, the largest electronic systems design event in North America.

**About the CMP Technology Electronics Group**

The CMP Technology Electronics Group is the premier technology and business media brand serving the information needs of the creators of technology worldwide. Offering a full suite of products and services to reach electronics technology professionals throughout the world, the CMP Technology Electronics Group delivers the most targeted audience and actionable information to marketers in the electronics technology community. Each month, the CMP Technology Electronics Group delivers more than 1 million copies of its print publications, including EE Times, to subscribers in more than 23 countries and online visitors from 100 countries view more than 8 million pages on its Web sites in seven languages including EETimes.com and TechOnline. More than 40,000 decision makers attend its Embedded Systems Conferences each year in Boston, Silicon Valley, China and Taiwan.