
Thursday, 9 November 2006

ADELAIDE FIRM JUDGED 'HOTTEST COMPANY' AT U.S. IT COMPETITION

A South Australian company has taken out the 'hottest company' award for the third successive year at a prestigious IT competition held in Silicon Valley, California.

The Premier and Minister for the Arts, Mike Rann says Adelaide's IT and film post-production sector has yet again proved that they're world-leaders.

"I want to congratulate Rising Sun Research on winning the Guy Manson Award for the 'hottest company' at the ANZA Technology Network 2006 Gateway to the U.S. conference," Mr Rann said.

Rising Sun Research won the award for its product, cineSync - a remote approval tool that allows people to review movies and images at the same time with anyone, anywhere in the world.

"Rising Sun Research follows local companies In The Chair and Digislide in winning this award in the previous two years, which is a fantastic achievement at such a prestigious conference," Mr Rann said.

"Here in South Australia we have information and communications technology companies that are developing cutting edge products with global potential.

"They are putting Adelaide on the world map as an IT hub known for its creativity and the production of global solutions."

Rising Sun Research was one of several local ICT companies assisted by the Department of Trade and Economic Development during 2006 to prepare for the US market.

The chief executive officer of the ANZA Technology Network in the US, Ms Viki Forrest, described the Rising Sun Research technology as "a great example of the innovative work she sees time and again out of South Australia."

"That is a great endorsement for our IT and film post-production sector," Mr Rann said.

"It highlights that SA is a fantastic and affordable place to do business, with local companies leading the world."

The Guy Manson Award carries a prize of US\$4,000 towards the company's entry into the ANZA Fast Track program - a U.S.-based mentor to help Rising Sun Research success in the U.S.

Since its commercial release in November 2005, cineSync has been used in the international film industry for reviewing, annotating, discussing and approving picture edits, visual effects shots, credit sequences and other aspects of post production.

It has been used in major Hollywood productions such as X-Men: The Last Stand, Poseidon, Superman Returns and Charlotte's Web.