



Pick an industry, a product, a treatment or a service and you can bet that somebody in the Greater Rochester, NY region found a way to make it better, smarter, stronger or faster. That's because being innovative is what we do. And it's what we've been doing for more than a century.

From legacy companies like Xerox, Bausch & Lomb and Eastman Kodak to today's leading-edge, highest high-tech companies, the Greater Rochester, NY region innovates like no place else. The following tip-of-the-iceberg examples give a hint at what we've got going on.



HEADS UP

The brainiacs at BlackBox Biometrics pioneered a wearable system to measure concussive forces for our troops. Linx IAS puts that battle-tested tech on the playing field, providing real-time data and analysis of potential impact-related injuries. Play on!



A SHOT IN THE ARM

Researchers at the University of Rochester Medical Center helped create a cancer-preventing HPV vaccine and are now working on an oral vaccine to prevent HIV infection. Just another day in Greater Rochester, the place known for breakthrough leadership in the life sciences.



FOR YOUR EYES ONLY

Video-display eyewear from Rochester's own **Vuzix** tops the must-have list for trendsetting technophiles. Video gamers and average Janes and Joes are seeing the benefits of Vuzix's innovative systems, including the V-720 Mobile Gaming Platform that took home the CES Innovation Award. When it comes to optics, the Greater Rochester, NY region is clearly better.



YOU ARE HERE

Lost? Not with **Harris**. This Rochester company transmits the data that makes your GPS your favorite traveling companion. Harris payloads have been aboard every GPS satellite ever launched, without a single mission-related failure. Harris imaging systems are also on board satellites that take Google Earth images so you can explore your favorite destinations around the world.



GET THE POPCORN

For generations, Kodak was Hollywood's go-to company for film stock, so when **IMAX** wanted to up its game, it naturally came to Rochester, the Imaging Capital of the World. IMAX bought 50+ Kodak patents and hired 30 former Kodak scientists and engineers, and before you can say "Action!" they're rolling out laser-based video projection technology for visually stunning films like *The Hobbit*.

Visit RochesterBiz.com for more information about the Greater Rochester, NY region's smart workforce and proven innovations that are crazy amazing.

Greater Rochester Enterprise
100 Chestnut Street, Suite 1910
Rochester, NY 14604



rochesterbiz.com
585.530.6200