



## 2.Oakland Recognizes Burgeoning Technology Firms

*Organization dedicated to cultivating a healthy tech ecosystem for Oakland and the East Bay tech community will hold annual Innovator Awards in October*

**OAKLAND, Calif., September 18, 2012** –The city of Oakland, California has been increasingly lauded for its exciting restaurant and pop-up retail scene, thriving arts & culture and sizzling nightlife, earning a coveted #5 spot in a widely publicized *New York Times* article entitled [45 Places to Go in 2012](#); ahead of Tokyo and just behind London. What receives less notice in national headlines is the growing array of technology firms that are opting to call Oakland home.

Principal of iDotConnect, Deborah Acosta, stated, “Oakland has begun to gain some much-deserved notoriety as a rising tide of technology and emerging industry companies have landed in the city over the last couple of years. Despite the disruption caused by Occupy Oakland and other ongoing social issues, that tide shows no signs of ebbing as an increasingly important and viable tech community in this city of nearly half a million begins to mature and reach its full potential.”

Decade-old Oakland tenant Pandora® internet radio, Sungevity, Lucid, Borrego Solar, Xantrion, Winecommune, Navis, Bright Source Energy, LiveScribe, Bear River and many other growing tech companies are paving the way for a variety of small to mid-size tech-focused organizations. They are lured to Oakland by short commutes, temperate weather, great public transportation and freeway access, a centrally situated Bay Area location, attractive real-estate prices and an enthusiastic, business-friendly community with an entrepreneurial spirit.

2.Oakland, formerly known as InOak, is an organization dedicated to seeing these Oakland-based tech companies thrive and boasts a steering committee that includes representatives from Pandora, Skytide, Xantrion, TechLiminal, Oakland Local, iDotConnect, Wells Fargo and Wendel Rosen, as well as other Oakland-based professionals. The organization, which works to cultivate a healthy tech ecosystem for Oakland and the entire East Bay tech community, will hold its annual Innovator Awards event in October, which was initiated in 2010 with the InOak Founders Awards presented to Pandora, Skytide and North Social. In 2011, the Innovator Awards honored existing businesses and organizations for investment, innovation and job creation with accolades going to Sungevity, Youth Radio, Pandora, DBL Investors and Code for Oakland. In this exciting third year, voting has been opened to the public.



2.Oakland has announced “innovator” nominees in four distinct award categories: Digital Technology, Clean Technology, Investment and Open Data/Community. Nominee companies for the Clean Tech category include: Borrego Solar, Brightsource Energy, Integral Group and Lucid Design Group. Nominees for Digital Technology include Ask.com, dlvr.it, iParadigms, Livescribe and Navis. Nominees for the Investment category include: Cutting Edge Capital, Grow California/Clean Tech Innovation Conference, Kaiser Permanente Ventures and Kapor Capital, and nominees for the Open Data/Community category include: CyArk, Oakland Shines, Solar Mosaic and the Urban Strategies Council. Voting will commence on Tuesday, September 18<sup>th</sup>, 2012 and will end on Monday, October 8<sup>th</sup>, 2012. People can cast their ballots online at the following link:  
<http://bit.ly/2OaklandInnovatorAwardsBallot>.

Winners will be announced at the Innovator Awards event, to be held on Thursday, October 18 from 5:30 – 8:30 PM at the Kaiser Rooftop Garden, which is also open to the public. The annual event, which was attended last year by more than 300 people, includes a CEO reception, an exhibit area showcasing rich array of tech and community-based businesses, the award ceremony, music by Pandora DJ’s, and complimentary food and drinks. For more information or to purchase tickets, please visit <http://2pointoakinnovatorawards.eventbrite.com/> A limited number of exhibitor tables are still available for technology-focused companies and community organizations. For information about exhibiting please contact Anne Bisagno at [abisagno@xantrion.com](mailto:abisagno@xantrion.com).

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### **About 2.Oakland**

2.Oakland (formerly InOak) is an organization comprised of companies and individuals working and living in Oakland, California who are dedicated to creating a thriving tech ecosystem for Oakland and the East Bay. Through programs and events, 2.Oakland supports existing tech companies as well as those organizations seeking to locate here. Founding member companies and organizations include Pandora, Skytide, Oakland Local, Xantrion, Techliminal, North Social, the Downtown & Lake Merritt Community Benefit District, IDotConnect, Wendel Rosen as well as a variety of other Oakland-based professionals. To learn more, please visit <https://www.facebook.com/TwoPointOak>.

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