



**Press release**  
For immediate release

## **Leddar™ Sensing Module Wins Gold for Best New Product of the Year at Best in Biz Awards 2014 International**

**QUEBEC CITY, CANADA, July 30, 2014** – LeddarTech, owner of the patented Leddar™ LED-based detection technology, is pleased to announce that its Leddar™ sensor module has been named the gold winner for Best New Product of the Year — Enterprise category in Best in Biz Awards 2014 International, the only independent business awards program judged by members of the press and industry analysts.

Based on a unique technology that performs time-of-flight measurement using pulses from infrared LEDs, the gold-winning Leddar™ sensor module (also known as the Leddar™ M16 Multi-Element Sensing Module) can be integrated into any detection and ranging system, enabling brand owners and integrators to add sensing intelligence to countless innovations. Combining multiple independent active elements, into a single sensor, Leddar™ continuously provides rapid and accurate detection and ranging — including lateral discrimination — in the entire wide beam, without any moving parts. The technology, as well as the module's unmatched flexibility, compact size, low weight, ease of integration, low power consumption, and high reliability made the Leddar™ sensor a worthy contender for this important award.

Best in Biz Awards 2014 International honors were once again presented in a range of categories, including Fastest-Growing Company of the Year, Most Innovative Company of the Year, Enterprise Product of the Year, Best New Version of the Year and Most Innovative Product of the Year.

"We are honored to have won gold in the Best New Product of the Year — Enterprise category, as we strongly believe that our technology brings something new and truly useful to the market, and the modules themselves meet a tangible need for easy-to-integrate sensing capabilities," mentioned Charles Boulanger, Acting CEO at LeddarTech. "This award demonstrates the innovative character of our technology and the great potential it represents for applications in a variety of industries," adds Mr. Boulanger.

Winners of Best in Biz Awards 2014 International were determined based on scoring from a panel of 27 judges drawn from top-tier news, business, finance, and technology publications and media outlets from 17 countries, with all continents represented. This year's judging panel included writers and contributors to such publications as Asian Power (Singapore), Australian (Australia), Canadian Business (Canada), Computer Hoy (Spain), CTV (Canada), Gizmodo and Lifehacker (Australia), HTMobile (Israel), Huffington Post (United States), IAA Magazine (United Arab Emirates), InBusiness (Cyprus and Greece), Irish Independent (Ireland), Mumbrella and Encore Magazine (Australia), PC Authority (Australia), Stuff.co.nz (New Zealand), TechHim (India), The Engaging Brand (United Kingdom), Ventures Africa (Nigeria), Wirausaha & Keuangan (Indonesia), WirelessDuniya (India), Xbox Plus (Brazil) and YourStory.in (India).

“I have really enjoyed learning about how new companies make an innovative effort with refreshing approaches to business,” said Best in Biz Awards international judge, Jaime Rodríguez-Guerra, Computer Hoy (Spain). “There seems to be an increasingly attractive trend in bridging offline and online grounds all together. I was thrilled to discover how all the hot stuff in the tech world is being back-ported to the real world to help solve long existing situations that no one thought could be further improved.”

For a full list of gold, silver and bronze winners in Best in Biz Awards 2014 International, visit: <http://intl.bestinbizawards.com/intl-2014-winners>.

**About LeddarTech** ([www.leddartech.com](http://www.leddartech.com))

LeddarTech is the world’s only supplier of advanced detection and ranging systems based on patented, leading-edge sensing technology that performs time-of-flight measurement using pulses from infrared LEDs processed through innovative algorithms, thus detecting a wide range of objects under various environmental conditions. Leddar™ Technology is highly adaptable, serves multiple markets and comes in different module forms, providing brand owners and OEMs with a solution that meets their needs while ensuring quick and simple integration.

**About Best in Biz Awards**

Best in Biz Awards recognizes top companies, teams, executives and products for their business success as judged by established members of the press and industry analysts. Best in Biz Awards honors are conferred in three separate programs: North America, EMEA, and International. Entries for Best in Biz Awards 2014 are currently being accepted from all companies based or operating in North America until the final deadline on September 19, 2014. For more information, visit: <http://www.bestinbizawards.com>.

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