

FogScreen, Inc. press  
release  
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**FogScreen™ PROJECTION SCREEN WINS 2007 BOTTOM LINE DESIGN AWARD  
in PROMOTION CATEGORY**



FogScreen projection screen has been recognized for its innovative design at the 3<sup>rd</sup> annual Bottom Line Design Awards, sponsored by leading strategic-creative consultancy frog design and *Business 2.0* magazine. The awards are published in the April issue of *Business 2.0* and not only celebrate products that feature great design, but also those that demonstrate versatility, elegance, an ability to increase their value by attracting attention, driving sales, and nurturing long-term customer loyalty.

"This year's awards are more than just visually appealing. They provide great business potential, their customization is smart and timely and in many cases their impact on the environment is notable. We're pleased to showcase and share these design winners with our readers," said **Business 2.0 Editor Josh Quittner**.

"If you are looking to draw attention to your brand at trade shows, in retail stores, night clubs or entrances to any event, you should contact us. FogScreen projection screen creates a dry, thin fog wall onto which video-quality images can be projected, creating the world's only walk-through screen. This is what makes FogScreen projection screen such a powerful new media for events and promotions", says **Mr. Mika Koivula, CEO FogScreen, Inc.**

"For us, good design is about good business," said **Doreen Lorenzo, President and COO of frog design**. "The Bottom Line Design Awards celebrate innovations that not only appeal to us

visually, but grow businesses, stimulate markets, and change the societies in which we operate."

The awards were judged by a panel of industry experts including: Marissa Mayer, Google's vice president for search products and user experience; Virginia Postrel, author of the book *The Substance of Style*; Mark Rolston, senior vice president for creative at frog design; Ron Snyder, president and CEO of footwear maker Crocs; and Carol Wilder, chair of the media studies and film department at Manhattan's New School.

FogScreen has created the ultimate in captivating media: a dry veil of water vapour that serves as a screen for computer-generated images. "Fascinating concept", **judge Mark Rolston** says.

"FogScreen is a design solution that revolutionizes business. We have been selling dozens of screens in US alone and we rent hundreds of FogScreens annually. We have just developed a new linkable one-meter screen which allows you to create as wide a projection surface as you want. We have received very positive feedback of our new linkable concept from our customers" **Mika Koivula** continues.

FogScreen is a projection screen that composes of a thin, dry fog. FogScreen technology uses water and does not contain any chemicals, earning many international awards such as EU's 2005 European IST Prize, Plasa 2005 Award for Innovation and the TESA Award for Innovation 2006. Tekes, the Finnish Funding Agency for Technology and Innovation, has promoted FogScreen, Inc. product and design development.

The Bottom Line Design Awards is the cover story for *Business 2.0's* April issue (on newsstands Monday, March 26, 2007).

**For further information about the Bottom Line Design awards go to [www.bottomlinedesignawards.com](http://www.bottomlinedesignawards.com)**

**For Further information about FogScreen, Inc. go to [www.fogscreen.com](http://www.fogscreen.com) or contact:**

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FogScreen Inc. is an innovation technology company founded in 2003. The Company bases its business on patented FogScreen™ projection screen, which is an invention making images appear and move in thin air. FogScreen walk-through screen is available at a screen area of 2 m x 1,5 m and as modular FogScreen One, 1m x 1,5 m. The concept of One is that the screen can be used as it is or several One can be linked seamlessly together. Please find more information at [www.fogscreen.com](http://www.fogscreen.com).