

Reprinted from THE WALL STREET JOURNAL.

MONDAY, NOVEMBER 15, 2004

© 2004 Dow Jones & Company, Inc. All Rights Reserved.

GLOBAL TECHNOLOGY INNOVATION AWARDS

THE BEST & THE BRIGHTEST

(the following has been excerpted:)

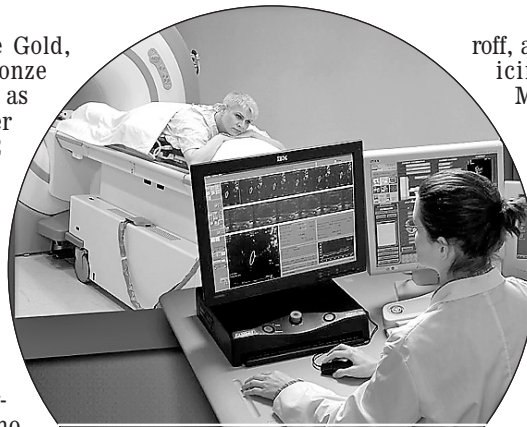
Judges chose Gold, Silver and Bronze winners overall, as well as a winner in each of the 12 industry categories, along with 25 runners-up or honorable mentions.

Applications initially were screened by Wall Street Journal editors, who chose 120 semifinalists. At that point, a panel of expert judges from organizations such as Siemens AG, the Cleveland Clinic, Agilent Technologies Inc. and the Swiss Federal Institute of Technology rated each entry. These independent judges ultimately produced the winners' list.

In interviews afterward, judges said three factors were most crucial in guiding their selections. First, they looked for projects that addressed big challenges, for which new solutions would have wide impact. Second, judges such as Paul Vais, a venture capitalist at Apax Partners, insisted that top contenders offer a truly novel solution, rather than just a modest improvement over existing practices.

Finally, judges such as Anthony Koma-

MR. ANDERS IS A NEWS EDITOR OF THE WALL STREET JOURNAL BASED IN PALO ALTO, CALIF.



**InSightec Image Guided
Treatment Ltd.**

roff, a professor of medicine at Harvard Medical School, insisted that entries be supported by rigorous data on their real-world performance. For him and fellow judges, bold but unsubstantiated claims of potential weren't good enough.

The Bronze winner overall was InSightec Image Guided Treatment Ltd. of Tirat Carmel, Israel. It has developed ExAblate 2000, a nonsurgical way to destroy tumors by focusing ultrasound waves on the target. Last month, the technology was approved by the U.S. Food and Drug Administration for use in treating uterine fibroid tissue in premenopausal women.

InSightec's chief executive officer, Jacob Vortman, says ExAblate 2000 can aim ultrasound beams with a precision of one millimeter or less. That lets the device wipe out diseased tissue while sparing healthy areas nearby. He calls this a "virtual scalpel" and says he is excited about its potential in addressing other conditions usually treated by surgery.