

# South Africa in Cannes Innovation Lions shortlist

The shortlist for the first Innovation Lions award at Cannes has been announced and it includes Drafftcb Cape Town for the Engen Fireblanket.



The new entry category this year honours the technology and innovation that leads to the creative idea being possible. From the 270 entries from 40 countries received in the category's launch year, 25 have been shortlisted by the jury, led by jury president David Droga, founder, creative chairman, Droga5.

## Shortlist

Title	Product/Description	Entrant Company	Country
A Boy And His Atom: The World's Smallest Movie	Stop-motion animation made with atoms	Ogilvy New York	US
Adidas Window Shopping	We put shopping into window shopping	TBWA Helsinki	Finland
Chrome Web Lab	Interactive website connected to a museum experience	Google Creative Lab	UK
Cinder	Software technology	The Barbarian Group	US
Engen Fireblanket	Fireblanket calendar	Drafftcb Cape Town	South Africa
Google Street View Hyperlapse	Labs experiment	Teehan + Lax	Canada
Guide Dots	Mobile app for the blind	Y&R Singapore	Singapore
Ingress	Massive multiplayer location based game	Niantic Labs At Google	USA
Karta Mastercard Display	Nowe technologie	Getin Noble Bank	Poland
Motley - Telling Stories At The Speed Of Culture	Social media publishing tool	Digital Arts Network	Denmark
Natalia Project	Global assault alarm system for human rights defenders at risk powered by social media	RBK Communication	Sweden
Necomimi	Bio sensor technology/ communication tool	Dentsu	Japan
Nike+ Kinect Training	Fitness title for Xbox 360	AKQA	UK
PZU Drive	Connected car ecosystem	K2	Poland
Radio Ambulance	Ambulance location notification system	Maruri Grey	Ecuador
Sky Rec	Hashtag that works like a record button	AgênciaClick Isobar	Brazil
Small World Machines	Vending machine with live streaming	Leo Burnett Sydney	Australia
Tech Ball	Sports technology	SapientNitro	UK
Terra VIP	Terra VIP glasses invention	DDB Brasil	Brazil
The Feed	Visual news feed	R/GA London	UK
Thunderclap	Thunderclap - social media technology	DE-DE	US
tshirtOS	Wearable, sharable, programmable, 100% cotton status update	MediaMonks	The Netherlands
Two Screens Are Better Than One	New type of phone	Yota Devices	Russia
Virtual Makeup Mirror	Kinect technology mirror	ID\	Brazil
Vision Shift System	New video experience system	Dentsu	Japan

Entrants who have been shortlisted will now present to the jury in Cannes, which will then discuss which entries are worthy of taking home the first Innovation Grand Prix and Innovation Lions.

For the first time in the Festival's history, delegates will be invited into the jury room to watch the live presentations, which will take place across Saturday 15 and Sunday 16 June in the Palais des Festivals, Cannes. The winners will be announced and honoured on stage at the second of the Festival's awards ceremonies on Tuesday, 18 June, which will be followed by the official Opening Gala.

Commenting on the judging so far, David Droga says, "New category, new expectations, same excitement. I can't wait to see it come to life at Cannes."

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