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SEARCH LEADER INNOVADEX INTRODUCES ANOTHER ADVANCED TECHNOLOGY INITIATIVE FOR FOOD AND BEVERAGE INDUSTRY

Company Announces New Age of Innovation Program, with Planned iPad Giveaway to 25 Food Companies

Overland Park, KS (July 18, 2010) [Innovadex](#), the most powerful specialized search engine in the food and beverage industry, proved for the second time in a week its commitment to enhancing food and beverage innovation processes with advanced technology. Today, Innovadex announced that it is taking applications from food product development teams across the industry to become one of 25 food and beverage development labs provided with Apple iPad technology.

Last week, Innovadex (*in•oh•vuh•dex*) changed its name from Chemidex, introduced a host of new features, and announced that almost a third of all food and beverage ingredient suppliers participate. Over 250 of the food industry's largest ingredient suppliers worldwide have made more than 25,000 technical documents for over 5,500 of their products accessible for research and development in its Innovadex Food and Beverage Cybrary®. Innovadex enables qualified product developers to connect with ingredient suppliers, samples, and the world's largest online collection of technical documents serving the food and beverage industry - all within seconds.

Innovadex's New Age of Innovation program seeks to identify high-tech savvy labs in the food and beverage industry to experiment with advanced device access to Internet-based information and communications applications. Each lab team will be permanently given at least one iPad for use by their group, for whatever application they discover is helpful in their development process. The only requirements for participation are Innovadex membership, completion of at least one application per team, and agreement to engage in a simple feedback process regarding iPad use for 60 to 90 days. Innovadex membership is free to all qualified product development professionals.

The winning 25 food development teams will be announced on September 2, recognized by many as the birthday of the Internet.

Integrating Technology

The Simon Management Group (SMG), a 20-year-old Boston-based consulting firm with expertise in validating consumer and business use of new technologies, will partner with Innovadex in both food lab selection and assessing how the iPad applications are employed. Using a quantitative approach similar to that utilized for the Information Week 500, SMG will rank applicants to determine their relative use of technology in the food formulation process.

“Food formulating is much different today as compared to even five years ago,” says Bruce Ianni, Innovadex Founder and CEO. “Food scientists live in a world where technology is seamlessly integrated into virtually every aspect of their lives, where information and collaboration are available anywhere, anytime.”

The New Age of Innovation program emerged directly from that recognition, Ianni says. “Recent advances in tablet technologies spurred our Innovadex product developers to prototype our services with the ‘untethered’ information access experience only these devices can offer. With the help of the most technologically savvy innovators in the food and beverage industry and our partner SMG, we intend to continue designing tools enabling product developers to thrive in a constantly evolving technological landscape.”

Innovadex has been working with food and beverage ingredient suppliers and end-product producers over the past year to dramatically expand its technical document repository and enhance its features for product developers.

Among newly introduced features, food and beverage product developers now can search for information based on a product’s type, end-use application, and performance criteria, as well as “benefits/claims” and “application” criteria that locate unique traits of particular ingredients and recipes. Searches also can be conducted for ingredients that have achieved certifications such as Kosher, Halal, or USDA organic.

Innovadex speeds innovation by connecting product developers worldwide with material and ingredient suppliers during the earliest phases of the development process. Half of Innovadex’s customers are outside the U.S. and the search engine is available in seven languages.

Unrivaled Information Source

Innovadex’s proprietary Cybrarys house the world’s largest repository of product technical literature serving the chemical and life science industries. To access the information, product development professionals must register as Cybrary “members”.

In addition to Innovadex’s unrivaled collection of industry-specific technical data sheets, material safety data sheets, starting-point formulations, recipes, white papers, product brochures, articles, and videos, product developers are kept abreast of industry innovations through weekly New Trend Tuesday eNewsletters. On a daily basis, alerts allow product developers to track keywords and receive notification of new products and technologies matching their interests.

Product developers and food scientists say Innovadex has revolutionized their ability to locate technical information about ingredients and order samples. Gone are the days of outdated brochures and business cards, endless searches through multiple web sites each designed differently, numerous passwords and logins, and trying to remember if a sample was ordered.

Founded in 1997, Innovadex has offices around the world to serve the North American, European, Asian Pacific and Latin American markets. Over 100,000 product development experts representing over 25,000 companies worldwide are registered members. More than 90 percent of the companies that formulate coatings and personal care products in North America and Europe have at least one Innovadex member, while many sizeable companies have a large number of members.

Innovadex currently offers Cybrarys serving the food and beverage, adhesives and sealants, graphic arts and inks, paint and coatings, household, institutional and industrial cleaners, lubricant and metalworking fluids, plastics and elastomers, and personal care and cosmetics industries.

For more information, visit www.innovadex.com/Food.

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About Innovadex LLC

Innovadex LLC is the global market leader in providing specialized search engine and information exchange services to the chemical and life sciences industries. Innovadex Cybrarys® listed at www.innovadex.com each utilize a powerful proprietary search engine that enables product developers to locate ingredients and materials based on end-use application, physical property criteria and starting point formulation performance criteria. As a result, Innovadex speeds product development while simultaneously enhancing industry suppliers' sales efforts by providing unprecedented market reach, advertising and product interest tracking.

Innovadex now offers focused Cybrary services to the Food & Beverage, Adhesives & Sealants, Graphic Arts & Inks, Household, Institutional and Industrial Cleaners, Lubricant & Metalworking Fluids, Paint & Coatings, Personal Care & Cosmetics and Plastics & Elastomers industries. Membership to the Innovadex Cybrarys is free to all qualified industry professionals.

About Simon Management Group

The Simon Management Group is a 20 year-old Boston-based consulting firm with expertise in validating consumer and business use of new technologies. The firm has a market-based orientation and uses primary research and compelling analysis to help management teams make well-informed decisions that significantly improve business performance. With its long track record of working with innovative technology companies and its data driven understanding of the adoption and use of new products, SMG's methodologies are perfectly suited to identifying advanced users of technology in the food and beverage industry.

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