

**AirDye Solutions Named
Contender for 2011
World Technology Award**

*AirDye Solutions Recognized for Visionary
Contribution to Science and Technology*

Winner to be announced at United Nations headquarters

NEW YORK, NY – SEPTEMBER 8, 2011 - The World Technology Network (“The WTN,” www.wtn.net) announced today that AirDye Solutions has been named a finalist for a prestigious World Technology Award for Environment, presented by the WTN in association with TIME, Fortune, CNN, Science/AAAS, and Technology Review. AirDye Solutions joins a roster of organizations and individuals from over 60 countries around the world deemed to be doing the most innovative and impactful work.

AirDye Solutions is a finalist in recognition for AirDye® technology. AirDye addresses one of the world’s most pressing problems: the over-use and pollution of billions of gallons of fresh water. AirDye Solutions innovative technology uses no water at the point of coloration, eliminates the need for toxic dye chemicals, and is revolutionizing the textile industry.

The World Technology Awards have been presented by the WTN since 2000, as a way to honor those in 20 different categories of science and technology and related fields doing “the innovative work of the greatest likely long-term significance.” Nominees for the 2011 World Technology Awards were selected through an intense process by the WTN Fellows

(winners and finalists from previous annual Award cycles in the individual Award categories) through an intensive, global process lasting many months. Winners will be selected from among the finalists with the input of a select group of prominent advisors and will be announced in a ceremony at the United Nations.

The Advisors for 2011 are:

Ray Kurzweil, inventor/futurist/author
Albert Teich, Director, Science and Policy Programs, American Association for the Advancement of Science/AAAS (retired, 2011)
Jason Pontin, Editor/Publisher, Technology Review
Lev Grossman, Senior Writer and book critic, TIME; co-author [TIME.com](#) blog "Techland"
Oliver Morton (pending), Energy & Environment Editor, The Economist; former Chief News and Features Editor, Nature; Former editor, WIRED (UK edition).

“We're honored to have been nominated in the Environment category of the World Technology Awards. We are particularly pleased by the recognition of our peers and of the growing global crisis of water scarcity.” says Paul Raybin, AirDye Solutions’ Chief Sustainability Officer.

The WTN (www.wtn.net) is a curated membership community comprised of the world’s most innovative individuals and organizations in science, technology, and related fields. The WTN and its members—those creating the 21st century—are focused on exploring what is imminent, possible, and important in and around emerging technologies.

The winners of the World Technology Awards will be announced during a ceremony at the United Nations on the evening of October 26th at the close of the World Technology Summit, a two-day “thought leadership”

conference (Oct. 25/26) held at the TIME & LIFE Building and presented by the World Technology Network in association with *TIME magazine*, *Fortune*, *CNN*, *Science/AAAS*, *Technology Review*, and others.

"This year we are more eager than ever to pay tribute to the talent and innovation of our individual and corporate honorees." says James P. Clark, Founder and Chairman of the World Technology Network.

"Through the peer-nomination and peer-review process, we uncover the best of the best of the best in science and technology. We discover whose work is going to have the greatest likely impact over time. The World Technology Awards give a snapshot of the amazing science and technology revolutions in process." Clark adds, "The World Technology Awards program is not only a very inspiring way to identify and honor the most innovative people and organizations in the technology world, but it also is a truly disciplined way for the WTN membership to identify those who will formally join them, as individual WTN Fellows or Corporate Members, as part of our global community. By working to make useful connections among our members, we look forward to assisting AirDye Solutions in continuing to help create our collective future and change our world."

About AirDye Solutions

[AirDye Solutions](#) is passionate about creating new printing and dyeing technologies that help sustain the planet while offering unsurpassed quality, value, and accessibility. [AirDye® technology](#) manages the application of color to textiles without the use of water. It is the most efficient, sustainable alternative to traditional printing and dyeing processes. AirDye also reduces process time to weeks rather than

months so orders are delivered more quickly and adjustments are implemented with real-time speed. Learn more about AirDye Solutions at <http://airdyesolutions.com>.

About the World Technology Network (www.wtn.net)

The WTN exists to "encourage serendipity" -- the happy accidents of colliding ideas and new relationships that cause the biggest breakthroughs for individuals and institutions. The WTN works to accomplish its mission through global and regional events for its members and extended audience, to help make connections among them, and to examine the likely implications and possible applications of emerging technologies. The WTN is a curated membership community comprised of the world's most innovative individuals and organizations in science, technology, and related fields – those creating the 21st Century.

For more information about the World Technology Network, or to attend the WTN Summit and Awards, please contact:

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