



FOR IMMEDIATE RELEASE
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Digital Rochester Announces 2016 GREAT Awards Winners

Rochester, N.Y. - [Digital Rochester](#) announced the winners of its 2016 GREAT Awards on Thursday, September 22, 2016. Nominations were received in six award categories and a panel of judges narrowed the nominees to 21 finalists and a winner in each category. The high energy, news format awards show featured Doug Emblidge, News Anchor at 13WHAM TV and Fox Rochester, to assist in recognizing all finalists and announcing the winners.

2016 GREAT Awards Winners:

Digital Marketing Award: Superior Group

For their targeted organic and paid social recruitment campaigns created to reach candidates that don't use or have abandoned traditional job boards.

Healthcare Technology Award: Carestream Health

For their CARESTREAM Touch Ultrasound System, which addresses real world issues with current systems by providing a revolutionary combination of exceptional user experience and image quality.

Technology Innovation Award: Miller & Associates, LLC

For delivering ongoing IT international support services to enable their customer to provide secure data and voice communications over standard UHF/VHF radio infrastructure to the Afghanistan National Army Special Operations Command.

Student Achievement Award: Erika Madison and the RIT Smart Toy Team

For developing an interactive smart toy that can adapt physically and be programmed to fit the unique needs and abilities of children with a wide range of disabilities.

Rising Star Award: CurAegis Technologies, Inc.

For creating the Circadian User Risk Assessment System (CURAS) to reduce fatigue risk in the workplace and help individuals manage their sleep by providing actionable information about sleep quality, fatigue, fitness and nutrition.

Technology Leader Award: Jill Eisenstein, Rochester RHIO

For ensuring Rochester RHIO had room to grow and keep pace with technological advances while balancing a variety of competing financial, funding, regulatory and reporting requirements and controls.

Congratulations to all the nominees, finalists and winners!

Digital Rochester's GREAT Awards program recognizes and celebrates technological achievement in the Greater Rochester community by highlighting the organizations and individuals that show leadership and innovation in the field of technology.

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About Digital Rochester:

Digital Rochester was founded in 2000 and is made up of professionals and companies working together to strengthen the Greater Rochester Area's technology business community. DR events and community services include a wide array of educational and networking activities designed to support the growth and success of the Rochester business community.

In 2010, the organization grew with the inclusion of the Association for Women in Computing (AWC) and eBusiness Association (eBA). In 2012, DR entered into a strategic alliance with Greater Rochester Enterprise (GRE). This alliance enhances DR's ability to support the Greater Rochester Region's business community.

www.digitalrochester.com

