



**Vodafone Americas Foundation Announces Winners of  
Sixth Annual Wireless Innovation Project™ Competition**

Total Prizes of US \$600,000 Awarded to Creators of Three "Mobile for Good" Solutions

**REDWOOD CITY, Calif. — May 29, 2014** – The [Vodafone Americas Foundation](#)™ today announced winners of its sixth annual [Wireless Innovation Project](#)™, a competition where entrepreneurs, creators and developers from universities, NGOs (non-governmental organizations) and non-profits are invited to submit innovations that make a difference in the world under the theme of "mobile for good." Winners were named during a ceremony at the [Social Innovation Summit 2014](#) held May 28-29 at the United Nations Plaza in New York City.

The 2014 winners are:

**1<sup>st</sup> Place (US\$300,000)**— [MobileOCT](#), **Mobile Multimodal Colposcopy**

MobileOCT, in partnership with Scripps Clinic, developed technology that converts any digital camera, including smartphones, into a device that can detect abnormal cell growth, which can be an early warning sign of cancer. Their technology is currently focusing on cervical cancer.

**2<sup>nd</sup> Place (US\$200,000)**— [Soko Enterprise Project](#)

The Soko Enterprise Project (SEP) is empowering SMEs (Small and Medium Enterprises) with access to the global marketplace through a tool that enables small scale producers to manage production and operations, sell to global consumers and get paid directly all via mobile. Using the Soko tool, artisans and craftspeople in countries like Kenya will be able to participate in the global marketplace.

**3<sup>rd</sup> Place (US\$100,000)**— [eyeMITRA](#)

eyeMITRA from the MIT Media Lab is an innovative mobile phone attachment enabling at-home imaging of the retina, the nervous tissue in the back of the eye. This system seeks to not only provide real-time health status assessment, but also to contribute to the field of predictive analytics in healthcare.

Vodafone Americas Foundation Director June Sugiyama said: "Mobile continues to have a transformational impact on society, and we are only starting to scratch the surface of its potential. We're proud to be celebrating the sixth year of the Wireless Innovation Project. Vodafone Americas Foundation™ has already contributed over US\$3 million to innovative mobile technology solutions that strive to improve economic opportunity and quality of life for people around the globe, especially in developing countries."

Ninety-two percent of previous Wireless Innovation Project winners have gone on to receive additional funding from the Vodafone Americas Foundation, which has enabled them to further develop their innovations. Some of these innovations are already being implemented and starting to improve people's lives. In addition to the monetary award, Wireless Innovation Project winners are given access to technical expertise and support to help accelerate their concepts into market-ready devices and services.

For more details on the Wireless Innovation Project, visit [vodafone-us.com](http://vodafone-us.com).  
To follow Vodafone Americas Foundation on Twitter, visit [@VodafoneProject](https://twitter.com/VodafoneProject).  
To visit Vodafone Americas Foundation on Facebook, click [here](#).

### **About the Vodafone Americas Foundation™**

Vodafone Americas Foundation™ is part of Vodafone's global network of 28 foundations. It is affiliated with Vodafone Group Plc., the world's leading mobile telecommunications company, with more than 409 million customers around the world. Vodafone has equity interests in telecommunications operations in nearly 30 countries and around 50 partner networks worldwide. For more information, please visit: [www.vodafone.com](http://www.vodafone.com)

In the U.S., the foundation directs its philanthropic activities towards supporting mobile for good and wireless technology projects that improve people's lives, support the international development sector, and spark innovation.

### **About Vodafone**

Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 27 countries, partners with mobile networks in 48 more, and fixed broadband operations in 17 markets. As of 31 March 2014, Vodafone had 434 million mobile customers and 9 million fixed broadband customers. For more information, please visit: [www.vodafone.com](http://www.vodafone.com).

### **For further information, or to speak to a previous winner, please contact:**

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