

INNOVATION LIONS SHORTLIST 2014

Title	Product	Entrant Company	Country
POINTS	THE MOST ADVANCED SIGN ON EARTH	BREAKFAST New York City, NY	USA
BOX	PROJECTION MAPPING ON MOVING OBJECTS	BOT & Dolly San Francisco, CA	USA
BUBLCAM	360° CAMERA	BUBL TECHNOLOGY Toronto	CANADA
POWER SLEEP	BRANDING & SOCIAL RESPONSIBILITY	CHEIL AUSTRIA Wien	AUSTRIA
KIROBO PROJECT	COMMUNICATION ROBOT	DENTSU Tokyo	JAPAN
GABRIEL	HEAT STROKE PREVENTION SYSTEM	LDV UNITED Antwerp	BELGIUM
MOTO X INTERACTIVE PRINT	INTERACTIVE PRINT AD	DIGITASLBI New York	USA
THE LIFE-SAVING CABLE	CHARGING CABLE	Y&R Moscow	RUSSIA
HANDS ON SEARCH	NEW EDUCATIONAL TOOL	HAKUHODO KETTLE Tokyo	JAPAN
			UNITED
DEVART ART MADE WITH CODE	REFRAMING CODING AS A CREATIVE DISCIPLINE	GOOGLE London	KINGDOM
			THE CYRANOS MCCANN WORLDGROUP
PAY PER LAUGH	PAYMENT SCHEME PER LAUGH	EUROPE Barcelona	SPAIN
THE GUARDIAN ANGEL	PERSONAL PROTECTION WEARABLE TECHNOLOGY	JWT SINGAPORE	SINGAPORE
1200 TREES-LIKE PURIFYING			
BILLBOARD	AIR PURIFYING BILLBOARD	FCB MAYO Lima	PERU
BRAZUCAM	OFFICIAL MATCH BALL OF THE 2014 FIFA WORLD CUP™	TBWA\CHIAT\DAY Los Angeles	USA
			UNITED
THE SAMSUNG NX ROVER	SAMSUNG GALAXY NX CAMERA	CHEIL UK London	KINGDOM
PROTECTION AD	CHILD LOCATOR AD + APP	FCB BRASIL São Paulo	BRAZIL
DRINKABLE BOOK	DRINKABLE BOOK	DDB NEW YORK	USA
MIRRIAD: ADVERTISING FOR THE SKIP			
GENERATION	MIRRIAD VIDEO TECHNOLOGY AND ADVERTISING PLATFORM	MIRRIAD Los Angeles	USA
MEGAFACES PAVILION AT THE SOCHI			
2014 WINTER OLYMPIC GAMES	DIGITAL 3D AVATAR/SELFIE	MEGAFON Moscow	RUSSIA
SAMSUNG SMART BIKE	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT Milan	ITALY
			UNITED
BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	KINGDOM
BLABPREDICTS	PREDICTIVE SOCIAL INTELLIGENCE PLATFORM	BLAB Seattle, WA	USA
FIAT LIVE STORE	FIAT CARS	AGÉNCIACLICK ISOBAR São Paulo	BRAZIL
PROJECT DANIEL	SUDAN	THE EBELING GROUP New York	USA
INTERRAIL MOBILE	EUROPEAN CELL PHONE NETWORK	HAVAS WORLDWIDE BRUSSELS	BELGIUM
NRMA- CRASH TEST DRIVE	VIRTUAL CRASH TEST	WHYBIN\TBWA SYDNEY	AUSTRALIA
AUDIO COFFEE	ANTI-SNOOZE MUSIC FOR SAFER DRIVING	SERVICEPLAN Munich	GERMANY
AUGUST SMART LOCK	HOME LOCK SYSTEM	FUSEPROJECT San Francisco	USA
KAN KHAJURA TESAN	KAN KHAJURA TESAN	PHD Mumbai	INDIA
BABOLAT PLAY	CONNECTED RACKET AND SOCIAL (TENNIS) PLATFORM	OGILVY FRANCE Paris	FRANCE