



## MACWORLD REVEALS THE 2006 EDDY AWARD WINNERS

*Editors select 29 winning products based on innovation and excellence; Macworld.com visitors choose two products to determine Readers' Choice Awards.*

SAN FRANCISCO, CA—December 12, 2006— *Macworld*, the world's foremost Mac authority in print and on the Web, announced the winners of the 22<sup>nd</sup> annual Editors' Choice Awards. After reviewing hundreds of products, ranging from Apple's newest desktop to utilities built by independent developers, the final selections were based on longevity, quality, and value. The article and complete list of Eddy recipients can be found online at [www.macworld.com/2426](http://www.macworld.com/2426).

"The Mac is all about innovation, and that innovation doesn't end with Apple," said Mac Publishing VP/Editorial Director Jason Snell. "Dozens of companies both large and small take advantage of the Mac platform to create the kind of great, cutting-edge products that will take the world by storm in the next few years. Our annual Eddy Awards recognize the most impressive new products in the world's most exciting technology market."

Listed alphabetically by company, below are the winners of the 2006 *Macworld* Eddy Awards:

- After Effects 7 Professional – Adobe Systems
- 24-inch iMac Core 2 Duo – Apple
- Aperture 1.5 – Apple
- iLife '06 – Apple
- Keynote 3 – Apple
- Mac Pro – Apple
- MacBook – Apple
- EyeTV Hybrid – Elgato Systems
- Deep Freeze Mac 2.0 – Faronics
- WingNuts 2: Raina's Revenge – Freeverse
- Google Earth – Google
- G-Drive Q – G-Technology
- Photosmart Pro B9180 – HP
- TonePort UX2 – Line 6
- MX Revolution, VX Revolution – Logitech
- TechTool Protégé – Micromat
- Nike + iPod Sport Kit – Nike
- Coolpix S7c – Nikon
- Nikon D80 – Nikon
- PV-GS500 – Panasonic
- huey – Pantone
- Parallels Desktop for Mac – Parallels

PhoneValet Message Center 4.0 – Parliant  
Fission 1.1 – Rogue Amoeba Software  
SuperDuper 2.1 – Shirt Pocket  
Sonos Digital Music System – Sonos  
Dimenxian – Tabula Digita  
VisualHub 1.1 – Techspanion  
YouTube – YouTube

Macworld.com site visitors were able to weigh in on their favorite products for two weeks during the month of November, and over 1,500 cast their votes. "We're always impressed with how well-informed and passionate *Macworld* readers are about Mac products," said Dan Miller, Executive Editor for Mac Publishing LLC. "They really know—and have strong opinions about—the latest hardware and software. That expertise and passion drive the entire Readers' Choice awards process, from nominations to the final vote." When the Readers' Choice polls closed, dozens of products had been nominated.

The 22<sup>nd</sup> Annual Editors' Choice Awards launched on Macworld.com with 29 awards; recipients of the Readers' Choice Awards will be announced on Thursday, December 14, 2006. The article will also be featured in the February 2007 issue of *Macworld*, with bonus distribution at the upcoming 2007 Macworld Conference & Expo in San Francisco. The issue will be on newsstands beginning January 9, 2007.

#### **About Mac Publishing, LLC:**

Headquartered in San Francisco, Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month *Macworld*, winner of the Folio: 2005 and 2006 Gold Eddie award for best consumer technology/computing magazine and WPA's 2006 Maggie award for best computer/consumer magazine, reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, and MacUser.com.

A subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company, more information about Mac Publishing, LLC can be found at [www.macworld.com](http://www.macworld.com).

#### **About IDG:**

International Data Group (IDG) is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

**Contact:** Heidi Tanaka, 415/978-3168, [heidi\\_tanaka@macworld.com](mailto:heidi_tanaka@macworld.com)

All product and company names are trademarks of their respective companies.