

## Molekule Named a Finalist for 2017 SXSW Interactive Innovation Awards

Molekule Air Purifier recognized  
finalist in Health Med & BioTech category

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**San Francisco, California** – (Jan 19, 2017 6:00 a.m. PT) –

The Molekule Air Purifier was selected as a finalist for the 20 th annual SXSW Interactive Innovation Awards, taking place Tuesday, March 14 at 7:00 p.m. CDT at the Hilton Austin Downtown (Grand Ballroom, 6th Floor) during the South by Southwest® (SXSW®) Conference and Festivals ( March 10-19, 2017).

Molekule is a finalist under the Health Med & BioTech category for its innovation in air purification technology. The SXSW Interactive Innovation Awards celebrates the incredible speakers, trends, innovations, and ideas that are brought to Austin each year.

In addition to the Awards ceremony, this year’s finalists will have the opportunity to exhibit and demo their work at the Interactive Innovation Awards Finalist Showcase on Sunday, March 12 from 11 a.m. to 5p.m. CDT at the Hilton Austin Downtown (Salons C, D, and E, 4th Floor). The Finalist Showcase offers SXSW Interactive, Music, Film, and Platinum badgeholders a first look at the most exciting tech developments, including achievements in digital design, health technology, privacy and security, 3D printing, virtual and augmented reality, plus a chance to place their votes for the People’s Choice Award. Registered media and official Awards jurists will have exclusive access to the Showcase and finalist demos that morning, from 1011 a.m. CDT.

Of hundreds of applications submitted, the Molekule Air Purifier was one of 65 finalist spots given across 13 categories by a panel of judges comprised of industry peers and experts. Each entry was graded on four criteria: creativity, form, function and overall



experience. The Finalist Showcase provides an inperson experience for the judges to complete their second round of voting to determine the winner of all 13 categories. Categories include Health Med & Biotech, Innovation in Connecting People, Innovative 3DIY, Music & Audio Innovation, New Economy, Privacy & Security, Responsive Design, SciFi No Longer, Smart Cities, Student Innovation, Visual Media Experience, VR & AR and Wearable Tech. The SXSW Interactive Innovation Awards will reveal winners in each of the 13 categories plus seven additional honors, including: David Carr Prize, Best of Show, People's Choice, Breakout Trend of the Event, Speaker of the Event and Meme of the Year.

We are proud to not only honor the year's best, most forwardthinking projects, but to bring that innovation to the fingertips of each and every SXSW.

## About Molekule

Molekule is a science and clean technology company that eliminates indoor air pollution for everyone, everywhere. Molekule designed the world's first molecular air purifier, capable of destroying all indoor air pollutants, giving you the air you were meant to breathe. Founded in 2014, Molekule is headquartered in San Francisco.

For more information, visit: [www.molekule.com](http://www.molekule.com).

## Contact info

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