



TAAZ.com wins CONNECT's MOST Innovative Software Product Award

Award recognizes the most realistic and engaging women's online makeover experience

San Diego, Ca ([PRWEB](#)) December 24, 2008 -- Online makeover Web site TAAZ.com announced today that it won the CONNECT Most Innovative Product (MIP) Award for 2008 in the Software and IT category.

At TAAZ.com, women can "try on" makeup and popular hairstyles from the convenience of their homes. Women get to be their own makeup artist and hairstylist, trying on thousands of looks easily, with a few clicks of a mouse.

"Innovation is at the heart of TAAZ.com," said David Kriegman, Co-Founder and Chief Scientific Officer of TAAZ.com. "While women have a fun and engaging experience exploring new looks, we developed technology that makes it completely realistic and easy to use. We are extremely pleased to receive this award. CONNECT has a long history of identifying innovative products and companies that have then gone on to provide value to customers and create substantial shareholder value."

The 2008 MIP Award winners were selected from more than 100 entries representing a broad range of companies within eight categories. CONNECT's MIP program subjects the nominees to a rigorous selection process, including review by a committee of industry experts, and a panel of judges made up of San Diego's business, civic and academic leaders. CONNECT is a non-profit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. It is widely regarded as the nation's most successful regional program linking inventors and entrepreneurs with the resources they need for success. For more than 20 years, MIP Awards have served as a benchmark for predicting San Diego's most successful emerging technologies.

TAAZ uses the latest innovations in Computer Vision and Face Recognition technologies, enabling women to create highly realistic makeovers, easily. Millions of women have enjoyed TAAZ.com and continue to share the experience with their friends and family.

About TAAZ.com

TAAZ.com is the first virtual makeover Web site of its kind, offering ultra-realistic, easy to create makeovers. The site provides women the opportunity to "try on" the hottest makeup and hairstyle looks in the convenience of their homes and share it with friends via email, social networking sites or the TAAZ Gallery. Millions of women are having fun trying on new looks at TAAZ. Learn more at <http://www.TAAZ.com>.

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