

**NYI BRIDGEWATER HOSTS NJTC'S 5TH-ANNUAL TOP TECH TRENDS & COOL PRODUCTS COMPETITION, NOV. 9**

*Popular Annual Event at Premier New Jersey Datacenter to Attract Hot Local Start-Ups, Venture Capitalists and Executives*

Bridgewater, NJ November 8, 2011 - NYI ([www.nyi.net](http://www.nyi.net)), New York's premier datacenter solutions provider specializing in colocation, managed services, cloud computing, dedicated servers, and business continuity solutions, is hosting the New Jersey Technology Council's fifth-annual Top Technology Trends and Cool Products Competition at NYI Bridgewater, Wednesday, November 9, beginning at 3:30 PM. The event, begun in 2006, is a benchmark for the health and wellbeing of the technology industry throughout the Garden State, attracting the area's hottest startups, venture capitalists, executives, analysts, and reporters.

"NYI is a great partner," said Maxine Ballen, President & CEO, NJTC. "Since expanding their business to New Jersey in 2009, NYI has become a vital member of the local technology community. With their support, Top Tech Trends is now one of the year's defining events for New Jersey companies. We are proud to have them on board for the third year in a row. NYI Bridgewater is a great destination for events and for companies looking to house their infrastructure."

"We couldn't have made such an impact in New Jersey without the support of NJTC," said Phillip Koblenz, VP Operations, NYI. "They are excellent ambassadors to the state's rich variety of technology companies. Any firm interested in establishing a presence in New Jersey would do well to talk to NJTC. Not only is their knowledge of the area's industry unmatched, they know how to make things happen, as the success of Top Tech Trends shows. We look forward to another great event with them on November 9."

**SCHEDULE:**

3:30-4:30: WorkGroups: mLearning/Medical Research, RFID & Supply Chain Management, Smart & Metrogrids, Software

4:45: Presentations by Cool Products finalists in Communications/Media, Electronics/Advanced Materials, Information Technology, Life Sciences

6:00: Top Tech Trends panel, featuring:

James Erik Abels, Founder, Three Minute Media  
Darren Hammell, Co-Founder & EVP, Princeton Power Systems  
Tom Penn, Partner, MVP Ventures  
Aaron Price, Entrepreneur in Residence, DFJ Gotham Ventures  
Jo Anne Saitta, Senior Vice President, Information Technologies, PDI, Inc.

Moderated by: Mario Casabona, President, Casabona Ventures

**WHY YOU SHOULD ATTEND:**

1. Learn about the leading technologies and products that will impact all of us in the next 12 to 24 months.
2. Meet New Jersey's hottest technology startups.
3. Network with leading technology executives and investors.

To attend and find out more about this event, visit:

<http://www.njtc.org/events/indevt.asp?dbid={33CAD7EF-C0BD-E011-995E-0013725A113C}>

**About NYI**

Established in 1996, NYI is headquartered in the heart of the Wall Street area, where it owns and operates its network of boutique data centers across the United States. The company's core services include colocation and dedicated servers, cloud computing and managed services, disaster recovery and business continuity planning. NYI provides mission-critical data solutions for a broad range of industries, including media, financial services, healthcare, law, fashion, architecture, life sciences and real estate. NYI is SSAE 16-, PCI- and HIPAA-compliant. For more information, visit: [www.nyi.net](http://www.nyi.net).