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## **Hydrogen innovation company Star Scientific wins the 24th Annual South by Southwest® Innovation Awards**

**(Sydney, Australia)** - Leading hydrogen research, development and deployment company, Star Scientific Limited, has today won the 24th Annual South by Southwest® (SXSW) Innovation Awards *New Economy* category, which recognises the most innovative tech developments in the connected world.

“We are absolutely thrilled that our HERO® was selected as winner for these prestigious awards,” said Star Scientific’s Global Group Chairman, Andrew Horvath.

Innovators and creators from around the world vied for top honours in this unique, long-running SXSW competition. Finalists – which included an amazing array of some of the world’s most forward thinking technology projects – had the opportunity to demonstrate their projects for SXSW attendees and the Innovation Awards Finalist Judges at a Finalist Showcase over the weekend.

“The Award is recognition of our ability to put renewable hydrogen into use with HERO® today to solve real energy challenges, and in particular the energy draw of the digital economy,” Mr Horvath said. “The most logical, viable pathway to decarbonising our entire world is through technologies that address the heat and energy requirements across a products' whole production process, and HERO® does that.”

The digital economy demands a huge amount of energy, but solar, wind and batteries won’t serve its total needs – which is why there is so much interest in green hydrogen as an energy source. HERO® can liberate the energy stored in renewable hydrogen without the complexities of burning it. With HERO® for instance, data centers and other Internet of Things (IoT) infrastructure can be energy independent.

The beauty of HERO® is its scalability. When partnered with technology such as the new generation of super-critical sCO<sub>2</sub> turbines, HERO® can be utilised for small-scale, off-the-grid power generation purposes, particularly in regional and remote locations.

South By Southwest® (SXSW) is an annual award hosted to celebrate and honor the individuals and companies who do the most innovative, creative, and inspirational work in their respective fields. Past winners of the Innovation Awards include MasSpec Pen by the Eberlin Lab at The University of Texas at Austin, Maestro: Empowering VR Storytelling Through Social Collaboration by Penrose Studios, Swarm AI by Unanimous AI, HBO’s SXSWestworld by Giant Spoon, Aira – Visual Interpreter for the Blind by Aira, and Butterfly iQ by Butterfly Network.

**ENDS**

### **About Star Scientific Limited**

Star Scientific is a leading hydrogen research and development company based in Australia, with a global reach and scope. The company develops technologies to help businesses and governments

transition to a new energy economy. Its breakthrough technology is the Hydrogen Energy Release Optimiser, also known as HERO®. It produces unlimited, affordable, safe, and reliable heat – with zero emissions.



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