



## Pelican Imaging Named "Cool Vendor" by Leading Analyst Firm

*Vendors selected for the "Cool Vendor" report are innovative, impactful and intriguing*

Mountain View, CA, June 1, 2011 – Pelican Imaging Corporation, an innovator in the mobile camera market, today announced that it has been included in the list of "Cool Vendors" in the Cool Vendors in Imaging and Display Devices, 2011<sup>1</sup> report by Gartner, Inc.

"Cool Vendor" reports are available at: <http://www.gartner.com/technology/research/cool-vendors>.

<sup>1</sup>Gartner "Cool Vendors in Imaging and Display Devices, 2011" by Jim Tully, Amy Teng, Roberta Cozza, John Erensen, 26 April, 2011

### Cool Vendor Disclaimer

About Gartner's Cool Vendors Selection Process Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.