

**the
world's
MOST
INNOVATIVE
COMPANIES**



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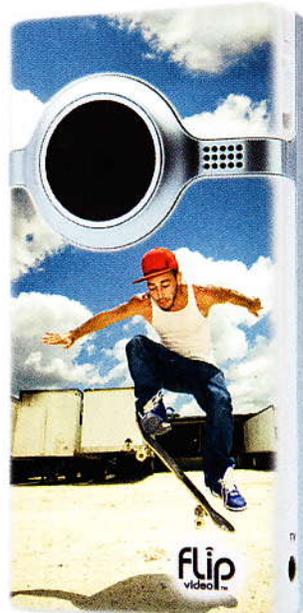
Pure Digital Technologies



Pure Digital Technologies has democratized video for the masses with its Flip digital video recorders. In just 18 months, the company has sold 1.5 million of its one-button camcorders and now commands 23% of that market.

In October, it launched TheFlip.com, which allows buyers to customize cameras from a gallery of 1,000-plus designs, and in November, it released its 3.3-ounce Flip MinoHD. The three top-selling camcorders on Amazon are Flip

models, with the MinoHD in the No. 1 spot. Revenue for 2008 is estimated at \$150 million, up from \$50 million in 2007. The San Francisco-based company is expanding into the U.K. and Canada, and plans to move into Asia by 2010.

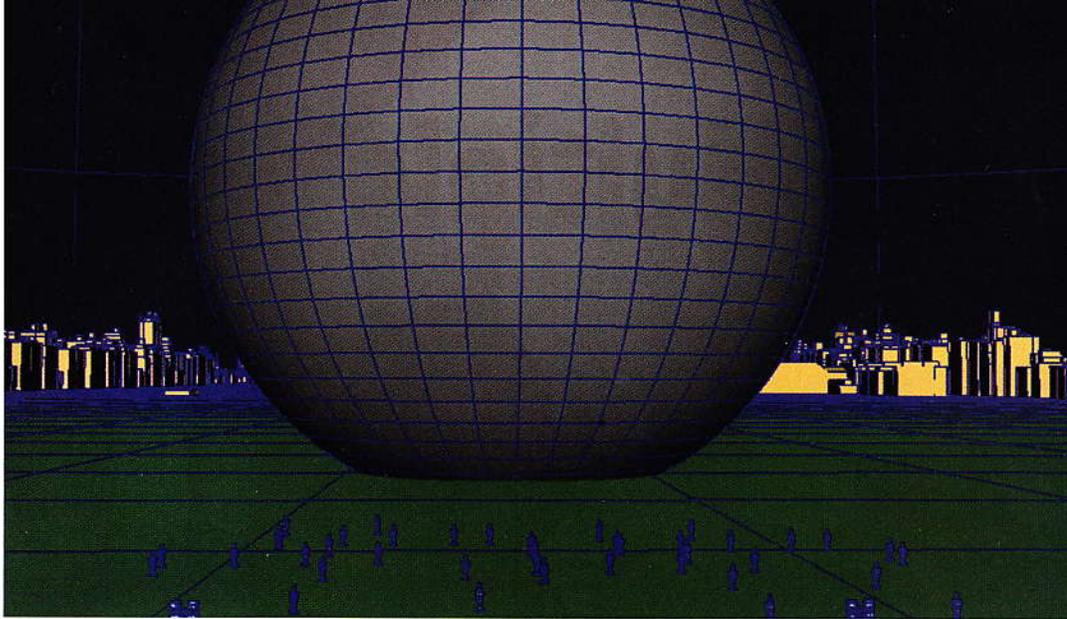


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WuXi PharmaTech



As big drugmakers in the U.S. and Europe cut staff, WuXi PharmaTech has been a major beneficiary. A China-based drug-research company that provides scientists-for-hire to conduct R&D, WuXi is growing so fast that this year it expects to employ more chemists than Pfizer, the world's largest drugmaker. In China, entry-level scientists make less than half what their American counterparts earn, and WuXi's scientists are often at the lower end of the expertise chain. Still, the company is carving out an ever-larger role. In the near term, WuXi is accelerating the development of blockbuster drugs for the likes of AstraZeneca, but it is poised to become big pharma's next competitor.



Beyond the Saucer: For the alien spaceship in *The Day the Earth Stood Still*, Weta designers opted for a glowing orb.

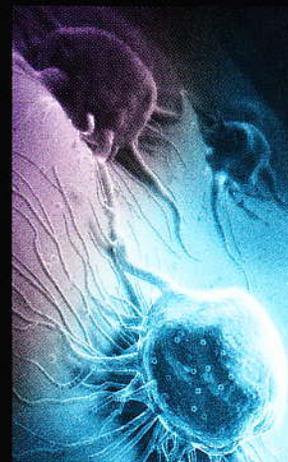


Weta Digital



Its handiwork first grabbed us in the massive, chaotic battle scenes in *The Lord of the Rings*. Since then, four-time Academy Award-winning special-effects shop Weta Digital has deployed its technology in films from *WALL-E* to *The Dark Knight* (via a spin-off company called Massive that focuses on crowd creation). For this winter's *The Day the Earth Stood Still*, two dozen Weta designers spent six months sculpting the film's real star (sorry, Keanu): the spaceship. "To get that sense of atmosphere," senior visual-effects supervisor Joe Letteri says, "we mimicked cloud motions. The light bounces and scatters. Start one of these rays on its path, and there are millions of calculations that go on."

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Genzyme



The patient biotech giant came to prominence by developing treatments for rare genetic disorders, a process usually fraught with risk and expense. But in January, the company announced that it expects its 20% compound annual earnings growth to continue through 2011. Genzyme has recently added renal, bone, and cancer treatments. A 10-year study by the American Academy of Orthopaedic Surgeons just reported good news for the company's Carticel, a cell therapy that uses a patient's own cartilage to repair damaged knees. Says Dr. Lyle Cain Jr., an orthopedic surgeon in Birmingham, Alabama: "This is the beginning of the next generation of procedures."

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Lego



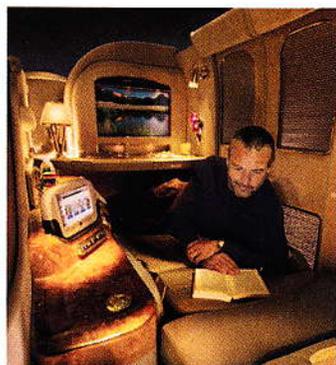
How much can you improve a 51-year-old plastic toy brick? Lots. Lego has undergone a dramatic turnaround, swinging from a \$300 million loss in 2004 to a \$280 million profit in 2007 and continued double-digit growth last year. CEO Jørgen Vig Knudstorp, 39, refocused the Danish company, reclaiming outsourced manufacturing of its 19 billion bricks annually and launching a line of digital design programs and interactive gaming—from a *Star Wars* game for the Wii to an online *Mars Mission* game. *Lego Universe*, a massive multiplayer game that will debut in 2010, encourages collaboration and allows users to order building kits based on their virtual designs. "We're about many more things than just a set of bricks and a box," Knudstorp says. "It's about everyday people getting incremental new ideas."



Blocks Party: Digital design and interactive games are bringing new life to Legoland.

Emirates

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High Flying: Emirates' A380s give "first class" a new meaning.

Emirates, the state carrier of Dubai, is one of the fastest-growing airlines in the world, has been profitable for 20 years running, and will have the largest long-haul fleet of any airline on earth once

more of its A380s are delivered. It is outfitting first-class cabins in the new A380s with such amenities as in-flight showers, and helping to start a low-cost carrier, Flydubai, this year. Emirates pays less

for fuel than the average American airline, and has lower labor costs and an incredibly efficient hub in Dubai. The end result: Emirates may remind the nostalgic of Pan Am in its heyday.