
Top 30 Spinoff Products or Platforms

Amazon Kindle, Sony Reader, Barnes & Noble nook (all use Electronic Ink technology developed at the Media Lab)

LEGO Mindstorms

MPEG-4 Structured Audio

SeatSentry Smart Air Bag systems, Media Lab sensor technology commercialized by NEC Corporation

emPOWER bionic lower-leg system for amputees, commercialized by spin-off BionX Medical Technologies

Optogenetics, molecular tools for controlling neurons with light

XO Laptop, developed by spin-off One Laptop per Child

Scratch family of programming languages for kids

Bluefin Lab's large-scale data analytics platform, now powers Twitter globally

Gen9's synthetic biology techniques for scaling gene synthesis.

The Echo Nest machine-learning platform for music, now part of Spotify

Reality mining, for interpreting human behavior, commercialized by spin-offs including Ginger.io, Humanyze, Cogito, and Jana

Technologies to measure and provide analytics on emotional responses, with applications ranging from market research (spin-off Affectiva) to monitoring systems for seizure detection (spin-off Empatica)

JIBO, the friendly, social robot for the home that can sense, respond to, and learn from its users

Formlabs low cost 3D printers

Makey Makey, Circuit Stickers, Sifteo Cubes: maker-inspired kits for creativity and learning

Low-cost eye diagnostic tools for mobile phones, being brought to market by spin-off EyeNETRA

Collaborative filtering recommendation technology

Guitar Hero, developed by spin-off Harmonix Music Systems

g-speak, developed by spin-off Oblong Industries, first seen in *Minority Report*

Soofa Bench, solar powered urban charging and sensor station

Wireless Mesh Networks, first commercialized by Nortel

Open Mind Common Sense platform, collecting general knowledge for computer learning via crowdsourcing

3D digital holographic printing, commercialized by spin-off Zebra Imaging, Inc.

Hyperscore music composition software, commercialized by spin-off Harmony Line, Inc.

Tangible IP Network Designer and the Tangible Business Process Analyzer, developed by NTT Comware

Photomosaics, brought to market by spin-off Runaway Technology, Inc.

Sourcemap, open-source, supply-chain mapping

Audio Spotlight, brought to market by spin-off Holosonics

Mercury RFID Readers, commercialized by spin-off ThingMagic, now part of Trimble