



## **FOR IMMEDIATE RELEASE**

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### **Association of Independent Information Professionals Honors LucidityWorks LLC with AIIP Technology Award**

BATON ROUGE, LA (November, 2010) -- The Association of Independent Information Professionals (AIIP) is pleased to announce that LucidityWorks LLC ([www.lucidityworks.com](http://www.lucidityworks.com)) is the recipient of the Eleventh Annual AIIP Technology Award, presented on October 26, 2010 at Information Today Inc.'s Internet Librarian conference in Monterey, CA. LucidityWorks LLC was recognized for Lucidity, its innovative digital research assistant software application for professional researchers. Every year, the AIIP Technology Award is presented to a company whose product, in the opinion of a judging panel, best assists independent information professionals with their day-to-day operations in locating, analyzing, organizing, and delivering information.

The AIIP Awards Committee found that based on usability, speed and content, Lucidity is an exciting new product. It appears to be a desktop product (not web-based) which integrates desktop search and web search. With its presentation of search results and automatic report generation Lucidity is an innovative offering which automates repetitive processes.

Lucidity was nominated for the award by AIIP member Linda Stevenson, owner of LucidityWorks, of West Henrietta, NY. Ms. Stevenson described Lucidity as "the Digital Research Assistant software application for professional researchers. Lucidity reduces the volume of search clutter, extracts only the most meaningful data, and automatically formats that data into an individually customized report. With Lucidity, Researchers gain a competitive advantage. Lucidity increases productivity more than 75% and accelerates time-to-insights."

About AIIP

Founded in 1987, the Association of Independent Information Professionals (AIIP) is a membership organization for owners of information-related businesses, and today includes some 500 individuals in 20 countries. AIIP members offer expert research services using proprietary, Internet, primary and manual research sources; provide technology and library support, as well as consulting, training, and editorial services. Members' clients range from small businesses to Fortune 500 corporations, organizations in the nonprofit sector, and consumers. More information can be found on the website at <http://www.aiip.org/>.

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