



Vizimo Closes \$1.3m (£650k) Seed Investment

Next Generation Media Guidance Platform Emerges from Stealth Mode

Vizimo™, an innovative media guidance platform, has announced \$1.3m (£650k) of new funding from Northstar Equity Investors and a syndicate of private investors. The new funding will be used to accelerate development and support commercial projects that are underway.

Vizimo (www.vizimo.com) was founded to address fundamental issues faced by media providers and end consumers as the volume of content and means of content distribution proliferate. The company provides end users with a personalised view of the massive universe of available content, and a set of tools to discover, plan and discuss content across multiple devices. For media providers, Vizimo's offering supports service innovation across mobile, web and set-top box, which enables effective promotion of on-demand content, a multi-platform service guide, powerful search and in-guide advertising.

Alasdair Greig of Northstar Equity Investors said "we were really impressed with the company's clear vision. They have managed to make sense of the numerous disruptive trends in media and have created a compelling model for next-generation media guidance. They have built this around in-guide advertising and promotion that gives their corporate customers an immediate revenue stream."

Simon Steward, Vizimo's CEO adds "people want to know what's on TV. We start with enriched listings and use this as the basis for providing guidance across a wider range of media sources. The clever part of the platform is our automated content analysis and recommendations engine that enables users to see items of interest specifically for them, and allows us to present users with highly targeted promotions for either products or content. Our experience suggests that this approach is key to driving uptake of new services."

ENDS

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Notes to Editors

About Vizimo™

Vizimo enables users to discover, plan and discuss media consumption across both scheduled broadcasts and the vast body of video content that is increasingly available on demand. The company makes use of automated content analysis, profiling and social networking to guide users to content of interest and offers tools that allow users to set recordings and reminders and to engage in discussion about content. The tools work in a coherent way across mobile, web and compatible set-top boxes.

The company works with broadcasters and media providers to enable a multi-platform relationship with customers that leverages rich interaction and Vizimo's recommendation and profiling platform. Vizimo enables partners to accelerate the adoption of converged media services.

Vizimo is currently running trials with leading European media providers and is also running an invitation-only beta trial directly with end users.

Visit www.vizimo.com or contact Chris Roberts (chris.roberts@vizimo.com) for more information or to arrange to meet a company representative at GSMA Mobile World Congress.

About NorthStar Equity Investors

NSEI is owned by NStar but operates as an independent subsidiary and is regulated by the FSA. NSEI currently has £33m funds under management:

The £10m North East Proof of Concept Fund (POC) was set up with money from regional development agency One NorthEast and the European Regional Development Fund (ERDF). This Fund supports technology projects across the region with up to £90k by way of a convertible loan.

The £23m North East Co Investment Fund (CoIF) which invests between £100k and £1m by way of equity and quasi equity alongside business angels and other venture capital funds. The sole investor in the CoIF is the ERDF.