



Intel Capital Advances Software Ecosystem with \$24 Million in Investments

NEWS HIGHLIGHTS

- Intel Capital invests \$24 million in seven software companies.
- Five new and two follow-on investments will help drive continued innovation to support Intel's software strategy.

SAN FRANCISCO--(BUSINESS WIRE)-- [Intel Capital](#), Intel Corporation's global investment organization, today announced seven investments to drive continued innovation across the software ecosystem. The deals total over \$24 million and include new investments in enterprise cloud automation software provider [DynamicOps](#); building management software provider [enLighted](#), real-time analytics provider [Guavus](#); Platform-as-a-Service (Paas) for commerce company [IP Commerce](#); and social games analytics service provider [Swrve New Media](#).

Intel Capital also recently closed follow-on investments in predictive analytics company [Revolution Analytics](#) and cloud-based media streaming service [Gaikai](#).

The seven companies have developed innovative technologies related to key initiatives of Intel's software strategy. Recognizing that software is tightly coupled with, and a vital element of, all Intel platforms and processors, Intel provides software products and services, design resources, technical expertise and consulting worldwide. Intel helps create the best platforms for delivering captivating user experiences and Intel Capital's efforts support software ecosystem development that help drive this strategy.

"The best computing experiences unite leading-edge hardware with amazing software," said Arvind Sodhani, president of Intel Capital and Intel executive vice president. "These investments in best-of-breed software vendors play an integral part in Intel's software strategy by fueling the creation of compelling and unique user experiences across devices. They also demonstrate our stage-agnostic approach to investing in support of this ecosystem."

The following is additional information on the new portfolio companies and their strategic engagements with Intel:

DynamicOps (Burlington, Mass.) provides an Operations Virtualization™ platform that enables enterprise IT to evolve existing infrastructure into on-demand private and public cloud services, achieving leading time-to-cloud and providing the ability to respond to market dynamics faster and more economically. Enterprises can leverage existing, cross-organizational processes while having the freedom to easily interchange technologies, creating a multi-vendor solution. Using DynamicOps' Cloud Development Kit™, enterprise IT

can create next-generation cloud services. DynamicOps aligns with Intel's CloudBuilder vision of building an ecosystem of best-in-class companies across the cloud stack optimized for Intel® architecture.

enLighted (Sunnyvale, Calif.) is helping transform commercial energy management by providing a solution that offers simple installation and maintenance-free operation. enLighted's application brings distributed people-aware intelligence to traditional lighting fixtures. Intel's vision is to support embedded companies like enLighted in the intelligent building market segment by providing comprehensive open-source embedded software and hardware to accelerate deployment of embedded solutions.

IP Commerce (Denver) provides a Platform-as-a-Service that functions as a commerce operating system. Capabilities such as managing payments, security, underwriting risk, network connectivity and integration are important to the payments' value chain. IP Commerce enables application developers to create customized, intelligent multi-channel commerce applications and payment workflows that give retailers enhanced opportunities to interact with customers. IP Commerce is aligned with Intel's compute continuum strategy by allowing developers to embed rich payment functionality in applications that can run on billions of connected devices.

Guavus (Santa Clara, Calif.) provides solutions, including an integrated and scalable platform coupled with a business logic layer, to rapidly codify industry-specific analytics applications. Solutions on the Guavus' decisioning platform are being used by major communications service providers to maximize revenue and control costs. Guavus supports Intel's cloud computing vision and represents innovative cloud applications in big data analytics that take advantage of Intel's highly scalable and elastic server platforms.

Swrve New Media (San Francisco) provides game personalization and testing for social games that redefine the relationship between game makers and game players. Swrve's real-time personalization allows design, product and marketing teams to continually test and adjust their games in the cloud, maximizing engagement across an unlimited range of players. This real-time feedback loop will help connect brands with their intended audiences and ultimately create better and customized experiences for consumers. Founded in 2010, the company is in private beta with a small number of social games. Swrve is aligned with Intel's visual computing software strategy and enables game designers to improve monetization through analysis of in-game events and transactions.

Gaikai (Los Angeles) provides a cloud gaming service that streams 3-D video games directly to the Web browser. By making game demos instantly playable on any website, Gaikai delivers players and drives sales for a fraction of the cost of traditional advertising. Gaikai is aligned with Intel's compute continuum and visual computing strategies for delivering games to any client that supports display of video.

Revolution Analytics (Palo Alto, Calif.) is a leading commercial provider of software and services based on the open source "R" project for statistical computing. The company's flagship Revolution R Enterprise product brings [high performance](#), [productivity](#) and [enterprise readiness](#) to R, meeting the production needs of large organizations in industries such as finance, life sciences, retail, manufacturing and media. Revolution Analytics is aligned with Intel's visual and parallel computing and open source strategies.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 50 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

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