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Intel Capital Announces 10 Investments at Intel Capital Global Summit

\$40 Million in New Investments to Help Innovative Companies

NEWS HIGHLIGHTS

- At the Intel Capital Global Summit, Intel Capital announced approximately \$40 million of investments in 10 innovative technology companies.
- The 13th annual Intel Capital Global Summit brings together over 1,000 Intel Capital-funded entrepreneurs and Fortune 2,000 industry executives for collaboration.

HUNTINGTON BEACH, Calif.--(BUSINESS WIRE)-- [Intel Capital](#), Intel Corporation's global investment and M&A organization, kicked off its annual [Intel Capital Global Summit](#) by announcing investments in 10 innovative technology companies. Intended to help these companies grow to the next level, the investments reinforce the Global Summit's 2-day agenda focused on company building. Totalling approximately \$40 million, they cover a range of technologies from collaborating in the cloud and delivering enhanced digital entertainment to simplifying mobile payments and enabling new forms of device interaction.

The investments include secure content sharing platform [Box](#); Bollywood and South-Asian content distributor [Hungama.com](#); integrated circuit design house [FocalTech](#); social radio platform [Jelli](#); social game developer [LIFO Interactive](#); mobile proximity platform [NewAer](#); e-payment platform [PagPop](#); cloud services provider [Tier 3](#); 3-D game developer [Transmension](#); and mobile advertising provider [UUCun](#). Financial details of each investment were not disclosed.

In its thirteenth year, this year's Global Summit brings together approximately 1,000 Intel Capital-funded entrepreneurs and executives from market-leading Fortune 2,000 companies to exchange ideas and lay the groundwork for potential revenue generating partnerships and business deals. Designed to immerse attendees in a world of networking, the Global Summit includes a full agenda of keynote presentations, expert panels and more than 1,700 targeted meetings between portfolio company CEOs and key business executives.

"Business deals happen when Intel Capital brings together our vast global network with our portfolio company innovators," said Arvind Sodhani, president of Intel Capital and Intel executive vice president. "Our annual Global Summit and the ongoing Intel Capital Technology Days provide our portfolio companies with unmatched access to the decision-making executives critical to revenue-generating sales or partnerships. The 10 new investments in innovative companies announced today stand to benefit greatly from these longstanding company-building resources."

New investments:

[Box](#) (Los Altos, Calif.) is one of the fastest-growing private enterprise software companies in the world, delivering an intuitive, powerful and secure content sharing platform that users and IT department's love. Box is available on the Web, iPad*, iPhone*, Android* and Windows Phone* applications, and integrated into enterprise applications such as NetSuite*, Jive* and Salesforce*. To date, Box has attracted more than 11 million individuals and 125,000 businesses globally, including 92 percent of the Fortune 500, with major customers such as AAA, DreamWorks, Proctor & Gamble, Random House Inc. and TaylorMade.

[Hungama.com](#) (India) is India's leading digital entertainment company with the country's first and largest on-demand digital entertainment storefront. The storefront has over 2.5 million pieces of content across genres and languages in the form of music tracks, movies, music videos and mobile content. Hungama Movies has more than 5,000 Bollywood, Hollywood and regional movies and television series available in both HD and SD quality, powered by Intel® Insider™. With more than 20 million users, the Web site is accessible from a PC along with mobile, tablets, TVs and other connected devices, consumers can enjoy all this content via download and streaming.

[Jelli](#) (San Mateo, Calif.) is a social radio platform that combines the reach of radio with the engagement of the Web. Jelli's consumer experience allows listeners to control radio playlists through real-time voting and game elements via free iPhone and Android apps and Web experience. Jelli's advertising platform enables real-time ad serving and listener engagement across social, mobile and broadcast platforms, creating unique insights for advertisers. Jelli is available online and on FM radio stations across the United States.

[LIFO Interactive](#) (Korea), founded in 2010, is a social game developer. Its best-known game on Facebook, Train City*, attracted more than 8 million users worldwide last year. The company is currently developing a mobile version of the hit game, scheduled for release later this year, and has several mobile games in development for iOS*, Android, and Windows 8* app stores.

[NewAer](#) (Los Angeles) has created a proximity platform enabling any phone, tablet or computer to automate actions based on who or what is detected nearby. Developers add NewAer's mobile scanning engine software development kit to their apps and then tie into NewAer's back-end interface to enable service "triggers." For example, ToothTag*, NewAer's showcase app for Android devices, allows users to "tag" people, places or things based on their wireless presence and set rules like automating call forwarding when leaving the home or office. NewAer's platform breaks the limitations of GPS point references, making possible the next generation of smart location-based services based on elastic geofence events.

[PagPop](#) (Brazil) operates a mobile payment online platform that allows professionals and small business owners to accept credit cards for payment. PagPop's technology transforms any feature phone, computer, landline or smartphone with a swipe device, into a credit card payment machine. As a result, payments can be made anytime, everywhere in an easy, affordable and secure manner.

[Tier 3](#) (Bellevue, Wash.) is a leading provider of enterprise-class cloud services, combining both infrastructure (IaaS) and platform as a service (PaaS) in a comprehensive cloud management platform. The Tier 3 Cloud* increases IT operational efficiency and flexibility through advanced cloud orchestration and management capabilities that support the entire business application portfolio, from development to production environments and business-

critical applications.

[Transmension](#) (China) is a television-focused gaming service provider. The company specializes in providing and enabling the delivery of high-quality games to TV screens via IPTV, smart TVs and cable TV carriers. Transmension has collaborated with leading game studios to distribute their games to millions of families.

[UUCun](#) (China) is a mobile Internet ad platform connecting phone makers, app developers and advertisers. The company's solution has been deployed in approximately 20 million newly shipped smartphones this year. The company is expanding its platform and technology to enable not only mobile advertisements but also more value-added services (e.g. mobile payment and mobile gaming), and also to support cross-device function aimed at tablets and smart TVs.

Other investments, subject to satisfaction of closing conditions:

[FocalTech](#) (Taiwan) is an integrated circuit (IC) design house specializing in digital signal processing algorithm and mixed-signal circuit design for applications including touch panel controller ICs, and it continues to expand into various new applications. The company has shipped over 100 million units of capacitive touch controller ICs. In addition to China, FocalTech is also a supplier to the largest brick-and-virtual bookstore in the world. FocalTech's products are widely used all over the world.

About the Intel Capital Global Summit

The Intel Capital Global Summit is Intel Capital's pre-eminent technology networking event. The 2012 event brings together more than 1,000 registered attendees from Intel Capital portfolio companies, Intel's global customers and partners and industry leaders from around the world. The Intel Capital Global Summit 2012 is sponsored by Aon Corporation, Archpoint Partners, Credit Suisse, Evercore Partners, Gibson Dunn & Crutcher, KPMG, Morrison & Foerster, NASDAQ OMX, Needham, Nosal Partners, Silicon Valley Bank and TriNet.

About Intel Capital

Intel Capital, Intel's global investment and M&A 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, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.7 billion in over 1,257 companies in 53 countries. In that timeframe, more than 201 portfolio companies have gone public on various exchanges around the world and more than 308 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 158 investments with approximately 51 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com or follow @Intelcapital.

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Intel Corporation
Maria Cubeta, 408-765-1937
maria.cubeta@intel.com

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