

## **DEMO 07 CONFERENCE ANNOUNCES PARTICIPATING COMPANIES** *68 New and Established Companies to Introduce Innovations at Conference*

SOUTHBOROUGH, MA – January 26, 2007 – Now in its 17th year, the DEMO conferences are known for launching important new technologies into the national consciousness. DEMO 07, taking place January 30 – February 1 in Palm Desert, CA, will introduce 68 carefully vetted products and services to an audience of investors, business development executives, media, pundits, and fellow entrepreneurs. Conference organizers today released the list of early stage and established companies participating in the conference.

The DEMO conferences feature a mix of both consumer-oriented and enterprise computing innovations, mirroring industry efforts in the marketplace. Some of the technologies that will be introduced at DEMO 07 are:

- The first video email and messaging service...
- A GPS product that allows users to control their vehicles wirelessly...
- Video ringtones...
- Small business solutions for email, shipping & receiving, and CRM...
- A product that allows you to IM photos directly onto your friends' desktops...
- The ultimate mobile printer...
- A platform to improve developer productivity and product management...
- Software that tracks plagiarized blog content...
- Online identity protection tools...
- A community collaboration site focused on home improvement, remodeling and design projects...
- A service that secures messages within images so that only the intended recipients can view the text...
- A collaboration site for musicians...
- Sophisticated data search technologies for businesses...
- Media publishing services for consumers and corporations...
- Products from Spain, France, Israel, and India...

### **DEMO 07 Demonstrators**

6th Sense Analytics, Inc. – Morrisville, NC – [www.6sa.com](http://www.6sa.com)

Adobe Systems, Inc. – San Jose, CA – [www.adobe.com](http://www.adobe.com)

Aggregate Knowledge – San Mateo, CA – [www.aggregateknowledge.com](http://www.aggregateknowledge.com)

Alcatel-Lucent Ventures – Murray Hill, NJ – [www.alcatel-lucent.com](http://www.alcatel-lucent.com)

Attendio, Inc. – San Francisco, CA – [www.attendio.com](http://www.attendio.com)

Bling Software, Inc. – Pleasanton, CA – [www.blingsoftware.com](http://www.blingsoftware.com)

blinkx, Inc. – San Francisco, CA – [www.blinkx.com](http://www.blinkx.com)

BooRah, Inc. – Palo Alto, CA – [www.boorah.com](http://www.boorah.com)

Boston-Power, Inc. – Westborough, MA – [www.boston-power.com](http://www.boston-power.com)

Brevient Technologies, Inc. – Milwaukee, WI – [www.jyngle.com](http://www.jyngle.com)

BUZ Interactive – Palo Alto, CA – [www.buzinteractive.com](http://www.buzinteractive.com)  
Ceelox, Inc. – Tampa, FL – [www.ceelox.com](http://www.ceelox.com)  
CircleUp, Inc. – Newport Beach, CA – [www.circleup.com](http://www.circleup.com)  
ClipSyndicate, a service of Critical Mention – New York, NY – [www.clipsyndicate.com](http://www.clipsyndicate.com)  
DARTdevices Corp. – Mountain View, CA – [www.dartdevices.com](http://www.dartdevices.com)  
DesignIn, Inc. – Marblehead, MA – URL unavailable  
Devicescape Software, Inc. – San Bruno, CA – [www.devicescape.com](http://www.devicescape.com)  
eJamming, Inc. – Valley Village, CA – [www.ejamming.com](http://www.ejamming.com)  
Eyejot, Inc. – Seattle, WA – [www.eyejot.com](http://www.eyejot.com)  
GoWare, Inc. – Gilbert, AZ – [www.goware.biz](http://www.goware.biz)  
Helium, Inc. – Andover, MA – [www.helium.com](http://www.helium.com)  
Inilex, Inc. – Chandler, AZ – [www.inilex.com](http://www.inilex.com)  
ink2 Corporation – Emeryville, CA – [www.ink2.com](http://www.ink2.com)  
Integrien Corp. – Irvine, CA – [www.integrien.com](http://www.integrien.com)  
iqzone, inc. – Scottsdale, AZ – [www.iqzone.com](http://www.iqzone.com)  
Iwerx, LLC. – Mt.Dora, FL – [www.iwerx.com](http://www.iwerx.com)  
Jaman.com, Inc. – Palo Alto, CA – [www.jaman.com](http://www.jaman.com)  
Kauffman Innovation Network, Inc. – Kansas City, MO – [www.iBridgeNetwork.org](http://www.iBridgeNetwork.org)  
LiveSquare.com – Gilbert, AZ – [www.livesquare.com](http://www.livesquare.com)  
Magnify.net – New York, NY – [www.Magnify.net](http://www.Magnify.net)  
Me.dium, Inc. – Boulder, CO – [www.me.dium.com](http://www.me.dium.com)  
Mission Research – Lancaster, PA – [www.missionresearch.com](http://www.missionresearch.com)  
Mixpo Portfolio Broadcasting, Inc. – Seattle, WA – [www.mixpo.com](http://www.mixpo.com)  
Mobio Networks – Cupertino, CA – [www.getmobio.com](http://www.getmobio.com)  
My Currency Co. – San Francisco, CA – [www.my-currency.com/](http://www.my-currency.com/)  
Nexo Systems, Inc. – Palo Alto, CA – [www.nexo.com](http://www.nexo.com)  
Nextumi – Dublin, OH – [www.nextumi.com](http://www.nextumi.com)  
Nuvoiz, Inc. – Mountain View, CA – [www.nuvoiz.com](http://www.nuvoiz.com)  
OurStory – Mountain View, CA – [www.ourstory.com](http://www.ourstory.com)  
PairUp, Inc. – San Francisco, CA – [www.pairup.com](http://www.pairup.com)  
Panjea.com – Los Angeles, CA – [www.panjea.com](http://www.panjea.com)  
Preclick Corp. – Atlantic Highlands, NJ – [www.preclick.com/demo](http://www.preclick.com/demo)  
QTech, Inc. – Hyderabad, AP, India – [www.qtechinc.com](http://www.qtechinc.com)  
Reveal Technology, Inc. – Palo Alto, CA – [www.revealtechnology.com](http://www.revealtechnology.com)  
SailPoint Technologies, Inc. – Austin, TX – [www.sailpoint.com](http://www.sailpoint.com)  
Seagate Technology – Scotts Valley, CA – [www.seagate.com](http://www.seagate.com)  
Serendipity Technologies, Inc. – Yakum, Israel – [www.serendipity – tech.com](http://www.serendipity – tech.com)  
SharedBook, Inc. – New York, NY – [www.sharedbook.com](http://www.sharedbook.com)  
Shipwire.com – Los Angeles, CA – [www.shipwire.com](http://www.shipwire.com)  
SOASTA, Inc. – Mountain View, CA – [www.soasta.com](http://www.soasta.com)  
SplashCast, Inc. – Portland, OR – [www.splashcastmedia.com](http://www.splashcastmedia.com)  
SupportSoft, Inc. – Redwood City, CA – [www.supportsoft.com](http://www.supportsoft.com)  
Symantec Corp. – Cupertino, CA – [www.symantec.com](http://www.symantec.com)  
TeleFlip, Inc. – Santa Monica, CA – [www.teleflip.com](http://www.teleflip.com)  
TextDigger, Inc. – San Jose, CA – [www.TextDigger.com](http://www.TextDigger.com)  
ThePort Network, Inc. – Atlanta, GA – [www.theport.com](http://www.theport.com)

Think, Inc. – San Francisco, CA – [www.honeypitch.com](http://www.honeypitch.com)  
Total Immersion – Suresnes, France – [www.t-immersion.com](http://www.t-immersion.com)  
Trailfire, Inc. – Seattle, WA – [www.trailfire.com](http://www.trailfire.com)  
Triumphant, Inc. – Research Triangle Park, NC – [www.chorussystems.com](http://www.chorussystems.com)  
Vringo, Inc. – Beit Shemesh, Israel – [www.vringo.com](http://www.vringo.com)  
VUVOX Network, Inc. – Redwood City, CA – [www.vuvox.com](http://www.vuvox.com)  
WHISHER.COM – Barcelona, Spain – [www.whisher.com](http://www.whisher.com)  
Wyse Technology, Inc. – San Jose, CA – [www.wyse.com](http://www.wyse.com)  
Yodio, Inc. – Bellevue, WA – [www.yodio.com](http://www.yodio.com)  
ZINK Imaging, LLC. – Waltham, MA – [www.zink.com](http://www.zink.com)  
Zoho / AdventNet, Inc. – Pleasanton, CA – [www.zoho.com](http://www.zoho.com)  
ZoomInfo – Waltham, MA – [www.zoominfo.com](http://www.zoominfo.com)

### **Attend DEMO 07**

Investors, executives, entrepreneurs, and other industry insiders are invited to visit <http://www.demo.com> and register for DEMO 07. Media interested in attending are encouraged to request a press pass at <http://demo.mediaroom.com/index.php?s=100>.

### **DEMO 07 Sponsors**

IronPort Systems is the underwriter of DEMO 07. Sponsors of DEMO 07 are Decision Counsel, First Round Capital, Global Communications, Porter Novelli, Seagate Technology, Sun Microsystems, and Symantec. The Guidewire Group is a strategic partner of DEMO 07. Our media partners are American Venture Magazine, MIT Technology Review, PR Newswire, TechConfidential/The Deal, and VentureCapitalConferences.com. Marketing partners are Conference Guru, Harvard Business School Association of Orange County, Investor's Circle, Kauffman eVenturing, the National Science Foundation, the National Venture Capital Association (NVCA), OCTANe, Tech Coast Angels, VC Experts, and VentureChoice.

### **About the DEMO Conferences**

Produced by Network World Events and Executive Forums, the semi – annual DEMO conferences focus on emerging technologies and new products, which are hand – selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting – edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information on the DEMO conferences, visit <http://www.demo.com/>.

The DEMO community also benefits from the award winning DEMOletter. A weekly e – newsletter designed to reach the people who are creating companies, building products and launching new ideas, DEMOletter provides smart insight and analysis of entrepreneurial business issues.

### **About Network World**

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### **About IDG**

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Macworld*, *Network World*, and *PC World*. IDG's online network includes more than 400 Web sites spanning business technology, consumer technology, digital entertainment, and gaming worldwide. IDG is a leading producer of more than 170 technology – related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

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