

**For Immediate Release:**

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**\*\*\* TECH EVENT THIS WEEK \*\*\***

**SIIA Announces 2013 Previews Companies: Europe's Top Early-Stage Digital Content Companies**

*Six Innovators will Present at Digital Content & Media Summit in London September 23-25*

**LONDON, U.K. – September 23, 2013** – The [Software and Information Industry Association \(SIIA\)](#), the principal trade association for the software and digital content industries, today announced the 2013 “Previews Companies” – Europe’s most innovative early stage content or content technology companies. The six companies will present at the [Digital Content & Media Summit](#), held at One Wimpole Street in London September 23-25, to showcase their creative solutions before an audience of industry leaders, potential clients, and media.

The Digital Content & Media Summit is the premier event for digital media and publishing executives. The three-day conference will provide a global perspective on the 10 most pressing digital content and media challenges and trends. Topics include new ways to charge for digital content, turning free users into paying customers, developing compelling mobile products, expanding media brands internationally, successful collaborative advertising, and more.

**For more information or to register for the conference, members of the media should**

contact Farrah Kim at [farrahkim@rational360.com](mailto:farrahkim@rational360.com) or (202) 568-8986. For a complete schedule of events, visit: <http://siia.net/london/2013/schedule.asp>

The SIIA Previews Program selects and then spotlights the next generation of the most innovative new content creators, aggregators and technology vendors. During sessions held throughout the Digital Content & Media Summit, company CEOs will highlight the innovations that have made them successful.

### The following companies were selected as SIIA Previews Companies:

- [\*\*Antidot\*\*](#)

As a software vendor providing advanced data management solutions, Antidot helps various organizations create value with data. Including such products as data enrichment, search engines, and semantic analysis, Antidot provides *AFS@Store* for powering search and navigation at e-commerce and catalogue sites,

*Antidot Semantic Platform*

for content publishers and

*Fluid Topics*

for publishing technical documentation online and reducing support costs.

- [\*\*InWebo Technologies\*\*](#)

InWebo is a software company that specializes in two-step authentication software solutions. It provides digital content providers with a secure identity verification system that is user-friendly and helpful in monetizing clients' assets on all devices.

- [\*\*Kulu Valley Ltd.\*\*](#)

The Kulu platform allows users to create sophisticated, interactive visual messages or "Kulus" – by combining video with such graphics as presentations, web links, and other documents. These video-rich online presentations can help users communicate with colleagues, customers, prospects, and suppliers on a regular basis across different locations and time zones. Users can record from nearly any source or upload media to quickly and securely present it to specific audiences. Users can also measure the results of their content.

- [\*\*Mondeca\*\*](#)

The leading European provider of technology for the management of advanced knowledge structures, Mondeca creates products that help enterprises integrate and link all types of information and also produces consistent, precise, and relevant metadata. Mondeca offers a Smart Content Factory (SFC) to help publishers aggregate relevant domain data models and vocabularies and input them into generic systems to increase the productivity of content management delivery processes.

- [\*\*Novius\*\*](#)

Providing ad services that enable communications professionals to execute digital strategies, Novius offers numerous solutions to its clients. Novius also leverages innovative features such as its "Create Once, Publish Everywhere" capabilities that make it easy to publish content on multiple platforms.

- [\*\*Red Fox Media Ltd.\*\*](#)

Red Fox Media's core business is commercializing digital communication through its patented system, AdAppTive. This uses big data techniques to identify digital media subscribers by their willingness to buy an advertiser's products. Advertisers can then use the information to place relevant ads for their target audience. Publishers can also charge more for ad space since they can better quantify the added value to advertisers.

As a result of taking part in the SIIA Previews Program, alumni have received investments, have been acquired, or created partnerships with SIIA member companies. Over the past six years, more than 100 companies have been featured at SIIA events. Read more about the SIIA Previews companies [here](#).

**WHO:** Software & Information Industry Association (SIIA)

**WHAT:** SIIA Digital Content & Media Summit

**WHEN:** September 23-25, 2013

**WHERE:** One Wimpole Street, London, UK

### About the SIIA Business & Niche Information Group

The Business & Niche Information Group of the Software and Information Industry Association

(SIIA) serves the media, publishing, information services and technology companies that drive the \$506 billion information industry. The group includes the SIIA Content Division, the Specialized Information Publishers Association (SIPA) Division and the Association of Business Information and Media (ABM) Division. SIIA's Business & Niche Information Group conducts educational and business development enablement programs to specifically help members maximize revenue potential across all business and niche information revenue models.