

**solidventures**



**Avinity**

**BIG BANG**  
VENTURES

## **PRESS RELEASE**

### **AVINITY Systems BV receives investment from SOLID Ventures and BIG BANG Ventures**

Hilversum, February 5, 2007 – Avinity Systems BV (Avinity) has closed a first investment round of Venture Capital with Solid Ventures and Big Bang Ventures to expand its organization and roll out its RenderCast™ interactive TV platform technology.

Avinity offers a novel and disruptive approach to Internet TV that will enable new services for consumers and new revenue opportunities for digital TV operators and content providers.

Avinity's server-based solution brings rich media applications to any two-way digital set-top box. Its scalable, patent pending technology translates the interactive TV application to MPEG streams which are easy to distribute over IPTV, DVB-C or hybrid transport systems. For both existing Cable and IPTV operators the RenderCast™ platform enables exciting new services, such as video and photo sharing as well as many other Web 2.0 applications. For content providers the RenderCast™ platform allows rich, uniform content deployment across different operators and set-top boxes.

“The investment teams at Solid Ventures and Big Bang Ventures have done various direct investments in the telecom & IT infrastructure management sectors and have an extended network in the media sector . This will enable us to successfully manage growth and expand globally”, says Ronald Brockmann, Avinity's CEO.

“Ronald Brockmann and his team have developed an attractive way to bring the Internet to the TV, without the customer having to jeopardize its existing investments. Looking forward we believe they may set a new standard for IPTV, just like they did for WiFi with their previous startups such as NoWiresNeeded”, says Floris van Alkemade, Partner for Solid Ventures..



Frank Maene, Managing Partner Big Bang Ventures: "We are very pleased to be working with true "serial entrepreneurs" and we look forward to making Avinity a big success."

### **About Avinity Systems BV**

Avinity was founded in early 2005 by a team of serial technology entrepreneurs with a broad experience in the video and networking industries. Avinity develops its own technology and intellectual property and has filed for patents.

The company is launching its RenderCast™ platform for Internet TV with several operators and content partners in Western Europe, and will expand globally during 2007.

Avinity is based at the Hilversum Media Park, the hotspot for TV and New Media in the Netherlands.

[www.avinity.net](http://www.avinity.net)

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### **About Solid Ventures**

Solid Ventures invests in innovative high growth companies in the following market segments: Internet, Telecom, Software and Digital Media. Its track record of successful participations includes: Scarlet and Versatel (Euronext:VRSA), Oxxio (LSE:CNA), ITMasters (NYSE:BMC), DataCenterTechnologies (NASDAQ: SYMC), Dedigate (AMEX:TWW).

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Solid Ventures is funded by several informal investors with a background in ICT/Media and Venture Capital, as well as TechnoPartner.

[www.solidventures.nl](http://www.solidventures.nl)

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#### **About Big Bang Ventures**

Big Bang Ventures invests in early-stage companies in the information and communication technology sector in the larger Benelux region. Formed in 2000, the fund has over € 40 million under management. Big Bang Ventures leverages its extensive operational experience to actively support startups realize their growth ambitions. Past investments include DataCenterTechnologies (sold to Symantec); Dedigate (acquired by Terremark) and Clear2Pay, a leading payments technology company.

[www.bbv.be](http://www.bbv.be)

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