

## ***Press Release***

### **Vedicis raises 2 M€ with Innovacom to deliver to telecom operators its advanced content analysis and control solution for smart pipes.**

**Paris, 20<sup>th</sup> January 2010** – Vedicis SAS, a telecom provider in IP broadband solutions to value content and create smart pipes with new services for fixed and mobile telecom carriers, today announced it has raised €2 million in an investment round led by Innovacom.

This round of funding is instrumental in building its international sales and marketing infrastructure, in consolidating its product development as well as establishing a leadership position in the intelligent broadband services arena. The new investment will contribute, among other activities, to bring to the market its current product and service offerings, while developing new services empowering telecom operators to create and deploy innovative applications based on their smart pipes.

“We are pleased to close this investment round now that poises Vedicis as a new major actor for intelligent traffic management and broadband services creation. Vedicis team is demonstrating its ability to design key applications to develop telecom operators value for web services and subscribers”, said Theodore Martin Martin, Vedicis CEO. “With this new investment, we will grow our customer base among fix and mobile operators. Application classification and prioritization and new premium subscription models are the new challenges that operators will take up with Vedicis.”

For over the last twenty years, Innovacom has supported the launch of innovative telecommunication and information technology projects. With a solid background in international deployments and networking, Innovacom is uniquely positioned to assist start-up companies not only with capitals but as well as with commercial and partnership opportunities worldwide, with tier-1 actors in the domain.

“The market of advanced content analysis and control to create smart pipes for telecom carriers is a key market today for the telecommunication industry as a whole to generate additional revenue beyond just simple bandwidth and network speed” Said Denis Barrier , Innovacom General Partner. “With its Content Smart Switch platform and a team with a proven track record, Vedicis has the capability to take advantage of this growing and strategic market” Barrier added.

*Pinot de Villechenon & Associés* advised Innovacom and Vedicis on this funding.

### ***About Vedicis***

Vedicis is a telecom provider in IP broadband solutions to value content and create smart pipes with new services for fixed and mobile carriers. Based on its technology of Deep Content Inspection, Vedicis has developed a Content Smart Switch to provide advanced content analysis and control within broadband networks and create smart pipes with content awareness. Its fine grained traffic analysis enables precise monitoring and control over protocols, applications and content within High Speed Internet, while empowering telecom operators to achieve real time content billing and add behavioural targeting.

Vedicis solutions offer new revenue generating applications that span from Content Circulation Control to Web Services Classifications and Prioritizations and help communication service providers to deliver enhanced Internet Quality of Experience.

For more information, please visit [www.vedicis.com](http://www.vedicis.com)

**About Innovacom**

Created in 1988, Innovacom has helped launch innovative telecommunication and information technology start ups since 1988, such as Business Objects, Cobalt Networks, Gemplus, Infovista, Intershop, LastMinute.com, Soitec, Kelkoo, Inventel and Netcentrex. With 600 million Euros under management and offices in Paris, Stockholm, and San Francisco, Innovacom is an active early-stage investor in Europe and North America. For more information, please visit: [www.innovacom.com](http://www.innovacom.com)

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