



## **Althea Systems announces US\$3 million in a Series A round of funding from Intel Capital**

**Bangalore, November 16<sup>th</sup>** - Althea Systems, the maker of Shufflr (<http://shufflr.tv>) announced that it has raised US\$3 million in a Series A round of funding from Intel Capital. The funding will help the company expand its development team and marketing efforts for its online video products.

Althea Systems' cloud-based video discovery platform makes it easier to find and share online videos across TVs, laptops, tablets and smartphones. Althea launched a PC version of Shufflr (<http://shufflr.tv>), a social video browser, with a rich, immersive video experience in July 2010. Shufflr's video discovery platform on the cloud aggregates video from several sources and combines machine aided and social discovery engines to help users find video they like. Shufflr will soon be available on smartphones, tablets and TVs enabling video consumption on multiple screens and further, continuity of video experience from one device to another.

"We are delighted to have Intel Capital as an investor as we continue to deliver on our roadmap in the social video discovery space. This round of funding reinforces our belief in a cloud-based social video discovery platform that delivers a seamless viewing experience across notebooks, TVs, tablets and other CE devices," said Vinod Gopinath, Founder and CEO, Althea Systems.

"We believe that the online video industry is poised for growth in the coming years and personalized viewing experiences based on a consumer's profile will be a differentiator in this space. This investment in Althea Systems is in line with our commitment to investing in new and commercially viable technologies," said Sudheer Kuppam, Managing Director, India, Japan, Australasia and South-East Asia, Intel Capital.

### **About Althea Systems**

Althea Systems ([www.altheasystems.com](http://www.altheasystems.com)) is focused on building solutions that simplify online video discovery and consumption across multiple screens by stitching together latest technology, the brave new social web and good old common sense.

### **About Intel Capital**

Intel Capital, Intel's global investment 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, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.7 billion in over 1,100 companies in 48 countries. In that timeframe, 189 portfolio companies have gone public on various exchanges around the world and 258 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327

million in 107 investments with approximately 50 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit <http://www.intelcapital.com>.

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