

Total Immersion Receives USD \$5,5M in Funding Led by Intel Capital

PARIS, FRANCE – March 16, 2011 – Total Immersion, global leader in augmented reality, announced today that it has secured USD \$5,5M in a funding round led by Intel Capital joined by existing investors Partech, iSource and Elaia Partners. The new funding will be used towards further development of the D'Fusion platform and to drive new usage of augmented reality (AR) for end-users. Specifically, the team will be focusing on expanding operations in Asia and in the US, developing a large community of developers and exploring new consumer markets.

“Augmented reality is one of the key technologies enabling contextual computing on the mobile phone, tablets and PC through interactive experience for exploration, suggestion and direction. At Total Immersion, we're constantly looking for developing usage of augmented reality experiences for our customers and for end-users and this investment is another big step towards that objective,” said Bruno Uzzan, CEO and co-founder of Total Immersion.

“Total Immersion provides a unique and immersive user experience,” said Christian Morales, General Manager, Europe, Middle East, Africa of Intel Corporation. “Augmented reality is changing the way how people perceive and interact with their environment. It offers new opportunities for both developers and users. We look forward to working with Total Immersion to develop new usage experiences for Intel platforms”

"Augmented reality is a disruptive technology blending real life with digital information which will enable new and exciting businesses" said Marcos Battisti, Intel Capital's Managing Director for Western Europe and Israel. "Total Immersion is bringing this ground breaking new technology into everyday life and our investment will enable the company to accelerate its growth and adoption. We are truly excited by Total Immersion's capabilities and their contribution to future evolutions in this field."

Total Immersion Solutions:

Total Immersion proposes a complete software platform: D'Fusion®, allowing the development and the deployment of immersive Augmented Reality experiences on the following devices: PC, Mac, Tablets and Smartphones.

Total Immersion develops verticals applications such as virtual glasses trying-on.

About Total Immersion

Leading the augmented reality industry since 1999, Total Immersion provides the world's most widely used commercial augmented reality platform. Through its patented D'Fusion® software solution, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. The company maintains offices in Europe, North America and Asia. Total Immersion supports the world's largest augmented reality partner network, with a diversified portfolio of more than 120 best-of-breed solution providers worldwide.

Find the latest news about Total Immersion at: www.t-immersion.com/

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\$9.8 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 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

About I-Source

I-Source is a French venture capital firm dedicated to investing in early stage companies in Information and Communication Technologies, stemming from public or private research.

With more than 70 investments the last 10 years, I-Source is specialized in: Corporate Software and Internet infrastructure, Multimedia content and Technologies, Communication systems, Managed Services, Embedded systems, Eco-Technologies, and associated services.

The company is managed by a team of highly professional investors with in-depth experience in technology, R&D, marketing, business development, sales and management in IT sectors.

More information at: www.isourcegestion.fr

About Elaia Partners

Founded in 2002, Elaia Partners is an independent venture firm focused on Digital Economy. Elaia Partners is run by a team of four professionals with over sixty years of cumulative experience in technology, private equity or in operational roles in technology companies, committed to taking a very active role in the investee companies, helping them benefit from their broad technology know-how.

Elaia Partners currently manages more than €80 million mainly through Elaia Ventures, a French FCPR fund backed by a diverse range of LPs – financial institutions, industrials and family offices– and through funds delegated by 123Venture, Neotec and Crédit Agricole Private Equity.

More information at: www.elaia.com

About Partech

Partech focuses on high-growth opportunities in internet and information technology. Specific areas of investment include e-commerce, digital media, software, energy optimization and components. In each of these areas, Partech looks for companies with a disruptive approach and a clear leadership potential. Partech is one of the most established venture firms in the European and American markets and is one of the most experienced in growing young companies internationally. It is also a team that has successfully implemented a long-term strategy, over multiple funds. Our global way of thinking has been successfully applied for nearly 30 years. Many of our 100+ portfolio IPO and M&A exits include global companies and transatlantic success stories: Akimbi Systems (VMW), Alvarion (ALVR), Apsylog (PRGN), Ascend Communications (ASND), Brands4Friends (EBAY), Buongiorno (BNG.MI), (Business Objects (BOBJ), Cadence Design (CDNS), Cartesis (SAP), DCT (SYMC), Digital Island (ISLD), Fluxus (BT), Informatica (INFA), ISDnet (CW), Jungo (NNDS), Meiosys (IBM), Pentasafe (NTIQ), Q-layer (ORCL), Quinstreet (QNST), Teknovus (BRCM), Verifone (PAY), Vignette (VIGN) and Visicu (EICU). For more details, please visit www.partechventure.com

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