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Azuki Systems Selected as Finalist in Landmark Ventures 2008 Media Technology Showcase

Exclusive Event to Showcase Azuki and Other Cutting-Edge Companies Presenting New Innovations to Digital Media Industry Executives

marketwire
updated 9:00 a.m. ET, Tues., June. 10, 2008

ACTON, MA - Azuki Systems, Inc., an innovator in the interactive mobile media technology market, today announced that it has been selected to participate in the Landmark Ventures' 2008 Media Technology Showcase, to be held today at the Hearst Tower in New York City. Landmark Ventures, a venture consulting and technology advisory firm, has hand-picked four additional finalists for [inclusion](#), who will participate in a "New Technologies" panel and demo the latest in emerging technology at this exclusive event for companies like Azuki that are changing the industry landscape. John Tremblay, Azuki co-founder and vice president of marketing, will participate in the panel and subsequent Q&A session.

"When evaluating applicants, we looked for companies that have demonstrated superiority and break-through [product innovation](#) in their fields," said Eric Sugar, associate partner at Landmark Ventures. "Azuki Systems provides an enabling technology that delivers personalized rich media content to mobile phones in a way that is easy to navigate and share across social networks. Networked social intelligence through mobile devices will be a major element in the next wave of innovation in digital infrastructure."

The Azuki MashMedia Platform, announced on June 3, provides everything content publishers and mobile operators need to create, differentiate, and monetize highly personal, interactive rich media services. As a result of this [new innovation](#), mainstream consumers are now able to efficiently discover, experience, interact with, and share the information and entertainment media they like with friends and colleagues.

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Prior to their selection to the Media Technology Showcase, applicants faced a rigorous evaluation process across a number of categories, including online video monetization, alternative content distribution, hyper-targeted advertising, mobile applications, gaming, social media and more. Finalists will present their technology in front of a private and exclusive audience of senior media and entertainment executives at the forefront of the digital revolution, including representatives in the distribution, publishing, music, gaming, film, TV, sports and advertising industries.

"We are honored to be selected for inclusion in this one-of-a-kind forum and look forward to illustrating how the Azuki MashMedia Platform is enabling a new rich media consumption paradigm to the all-important 'third screen,'" Tremblay said. "In order to expand and monetize viewership across the 3 billion worldwide mobile handsets, content publishers and mobile operators need to roll out services that are easier to use, natively serve content relevant to user tastes and foster greater social interactivity for viral expansion of their services."

About Landmark Ventures

Landmark Ventures is an established New York venture consulting firm working with advanced technology firms and venture capital funds specializing in strategic advisory services for boutique investment banking and technology market expansion. With hundreds of years of combined management and entrepreneurial experience, the group focuses on accelerating the market growth of its portfolio using well-defined methodologies and an established network of personal contacts across the Fortune 500. For more information, please visit <http://www.landmarkventures.com/>.

About Azuki Systems

Azuki Systems provides the industry's first comprehensive interactive mobile media services platform. Azuki enables content publishers and mobile operators to create, differentiate and monetize rich media services for mobile audiences. The Azuki platform provides everything needed to establish new revenue streams through the delivery of highly interactive and personalized mobile-content and social-networking services. Based in Acton, Mass., Azuki is led by an executive team that has built some of the communications industry's most successful companies, including ArrowPoint, SightPath, Arris Networks, Acopia Networks and DataPower. For additional information, please visit www.azukisystems.com or call +1-978-844-5100.

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