



**DeepStream Technologies appoints new global senior vice president of sales and marketing to drive next stage of growth**

*Rob Furness brings big company marketing and business development experience to fast-growing start-up in Bangor, Wales*

**October 2007, UK:** DeepStream Technologies, the intelligent sensing and control company, has appointed Rob Furness as global senior vice-president of sales and marketing. Furness joins DeepStream from Dyson, where he was global general manager for non-floor care products.

Before moving to Dyson, Furness worked at mobile communications operator Orange, where he was director of marketing strategy. Furness's new role as SVP sales and marketing at DeepStream Technologies will encompass business development and marketing, and working with the leadership team to set the strategic direction for the business.

Furness comments: "The DeepStream business is growing fast and becoming more mature every day. It's an exciting time to join the company and to work with the team to establish a structure for the next stage of growth, especially now that it has built significant OEM and customer relationships. We'll be looking at key target markets and ensuring internal structures and processes are adopted as necessary without detracting from the innovation and speed of response that is uniquely possible at DeepStream Technologies"

Mark Crosier, chief executive officer, DeepStream Technologies, said: "We welcome Rob to DeepStream - we believe strongly that the time is now right to grow and strengthen our management team. Rob brings fantastic big company marketing experience from Orange and Dyson that will be invaluable as we build our global

presence, including cross-sector ecosystems and industry partnerships. In support of this aim we have recently appointed Glen Allmendinger, founder and president of Harbor Research, as non-executive director. Allmendinger's role will be to support the board at DeepStream as it continues to develop and expand its business worldwide, with particular focus on the United States.

Furness graduated with a masters in engineering and management from Birmingham University and has had significant management exposure to new technology and rapid growth businesses that he is keen to deploy at DeepStream.

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**About DeepStream Technologies**

DeepStream Technologies, the intelligent sensing & control Company, designs and manufactures system level component solutions, using a proprietary 3-Dimensional shaped circuit technology, for Tier 1 global equipment manufacturers (OEM's). Launched in 2004 and voted the Start-up of the year at Elektra 06, the European Electronics Industry Awards, DeepStream's embedded intelligent components enable the creation of next generation products with embedded energy management, efficiency control and enhanced functionality for the energy, building automation, industrial control and appliance markets.

Mark Crosier, DeepStream's CEO, is a WEF Technology Pioneer and in June 2007 won the Ernst & Young north region Science & Technology Entrepreneur of the Year award.

Headquartered in Bangor, North Wales, DeepStream has research, development and high volume manufacturing facilities at the same location. The company has secured both private and public funding from organisations including Doughty Hanson Technology Ventures, 3i, HSBC and the Welsh Assembly Government.  
([www.deepstream.com](http://www.deepstream.com))