



## And The Winner Is....

### **DeepStream Technologies Named Start-Up of the Year 2006 at Elektra Awards**

**Tuesday, 28 November 2006:** DeepStream Technologies the Intelligent Sensor Company DeepStream Technologies, headquarters in Bangor, North Wales, UK, has been awarded the title of start-up of the year 2006 at the recent Elektra Awards, the globally recognised, electronics industry event held in Munich, Germany, earlier this month.

The company beat off competition from Expection Group and Icera to be named Elektra start - up of the year 2006 and adds the accolade to a growing list of awards which include:

Red Herring Top 100 European Technology Company

Tornado Insider Top 100 European Technology Company

The Manufacturer Design and Innovation Award Finalist

Wales Hot 100 Company

DeepStream Technologies has developed new technology to make electrical products more intelligent and enable pervasive internet services. The company has recently completed successful 'B' round funding led by 3i and Doughty Hanson, bringing its total equity, debt and government grant funding to date to £25m.

DeepStream's strength lies in its ability to structurally embed its intelligent sensor components into electrical products. This enables the acquisition and communication of valuable data for networked services, providing diagnostic, prognostic and energy management capabilities within building automation applications or electrical appliances.

Mark Crosier, chief executive officer, DeepStream Technologies, said "Winning Start up of the year would not have been possible without all our employees' commitment and dedication. We are delighted with the Electra award and look forward to developing DeepStream into a world renowned company in the future".

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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))