

VENTURE CAPITAL



Videoconferencing for the Masses

VIVU Inc. recently began offering an online service that expands the reach of videoconferencing, allowing thousands of people in multiple locations to interact.

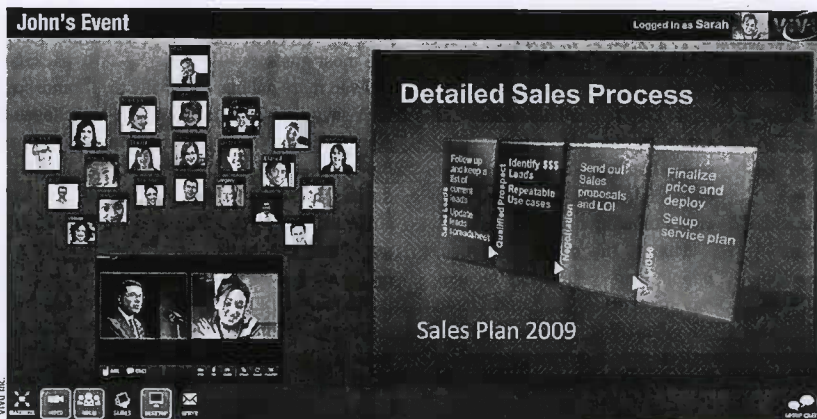
The Sunnyvale, Calif.-based company has secured \$3.2 million in Series A financing from **Inventus Capital Partners, Draper Fisher Jurvetson, Quest Ventures** and individuals.

VIVU's technology provides high-quality video and can be used on any computer with Internet access, without the user downloading or installing any special software. Uses include conferences, seminars, sales presentations and employee training. The service has been available since the summer and has hosted events for AlwaysOn Network, Microsoft and Cisco Systems. Customers pay either a subscription fee or a per-use fee that varies based on the number of participants.

Help for Local Advertisers

As the sluggish economy continues to take its toll on small businesses, **Yext Inc.** is offering a cost-effective way for local advertisers to connect with customers online. The company has raised \$25 million in Series B financing led by **Institutional Venture Partners**.

Yext places ads across the Internet soliciting phone calls for local businesses, on sites such as YellowPages.com, Local.com, 1-800-Free-411, Topix.com and others. Yext analyzes calls with the help of speech-to-text technology and only transfers calls to advertisers that could result in sales. Advertisers don't pay for calls that don't make it through—for instance, wrong-number calls or calls from telemarketers or job seekers.



VIVU's videoconferencing service provides an "auditorium" view of the participants in a discussion

Yext shares its revenue from advertisers with the publishers of the sites where the ads appear.

The company plans to use the new funding to help it reach a greater variety of advertisers.

A Boost for Music-Recognition App

Shazam Entertainment Ltd., the maker of a music-recognition application for mobile phones, has raised a Series D round of funding of undisclosed size from **Kleiner Perkins Caufield & Byers's** \$100 million iFund, which is earmarked for investments in mobile-application developers.

The Shazam application enables a user whose interest is piqued by

What's New

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a song on the radio, TV or elsewhere to learn about the artist, the song title and the album it's from and get purchasing information by recording a few bars with a mobile phone. It works by looking for a match in Shazam's database of more than eight million tracks dating back to the 1950s. The company says it works even in noisy conditions, allowing users to record and identify music heard in stores or other loud environments.

The application is free and works with a variety of mobile-phone platforms including the Android, BlackBerry, iPhone, Symbian and Windows Phone systems.

London-based Shazam says it has more than 50 million customers in more than 150 countries.

Interacting With the TV

Television networks are constantly searching for ways to keep viewers watching their programs longer and ways to make more money from advertising. **Ensequence Inc.** has secured \$20 million in funding to help programmers accomplish both those goals.

Ensequence's software enables networks and cable and satellite providers to create interactive features for their programs.

For example, Bravo's "Top Chef" cooking-competition show has used the service to allow viewers to vote for their favorite contestant and request recipes for the winning dishes, all by using their remote controls. Other clients include MTV, BBC, Major League Baseball, the

Discovery Channel and the Disney Channel. The interactive content created with Ensequence technology generally is sponsored by an advertiser.

Ensequence also measures audience engagement with the interactive features so programmers and advertisers can refine their approaches. The metrics include data on how many viewers choose to go interactive, how participation varies by ZIP Code and how long viewers stay engaged with the interactive features. The service also captures the contact and payment information of viewers who make purchases through the system.

The new round of funding was led by previous investor and board member Clay Mathile, former chief executive and owner of pet-food maker Iams Co. ■

What Else is New

Here's a look at some other recent deals reported by Dow Jones VentureWire

- **Scout Labs Inc.**, provider of a service that enables large companies to monitor social-media sites in real time to track public sentiment about their products, has raised \$4 million from **El Dorado Ventures, Javelin Venture Partners** and **Mimor Ventures**.

Dow Jones VentureWire

- **XinLab Inc.**, which offers a service that delivers online video to any handset with a mobile browser, has raised a \$6 million round of Series B funding led by **Jafo Ventures**, with participation from previous investor **New Enterprise Associates**.

- **TargetCast Networks Inc.**, an operator of advertising screens in shops and food outlets, has raised \$6.5 million in Series B funding led by **Draper Fisher Jurvetson**.

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