

CINERGIX PRESENTS "CREATELY"(TM) AT TechCrunch 50 2008

A groundbreaking technology that makes design simple through collaboration, knowledge reuse and expert validation.

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Cinergix presents "Creately"TM at the TechCrunch 50 DemoPit today. Creately is an online software application that will revolutionize how everyone will model complex products and processes.

Imagine solving your design problems simply, quickly and collaboratively. Today, Creately supports problem solving in a variety of domains, from business processes to IT networks, and will soon expand this range to include scenarios as diverse as designing financial investment models or laying out the interiors of living rooms.

Creately makes design work easier in two key ways. First, it leverages intelligent 'Knowledge Objects', or KObjects. KObjects are building blocks for the design that are akin to 'plug-and-play' hardware devices: users can incorporate them into their designs, knowing that the KObjects' self-validating capability automatically indicates their fit with the other components of the design. Also, since KObjects will be user-generated, their inclusion in Creately promotes knowledge re-use, quickening the pace of design work.

Second, Creately supports collaborative design. Coupled with its intuitive user interface, Creately allows non-expert users to solve complex design problems by collaborating online with their co-designers from around the world.

"Right now, the modeling/design software market is valued at US\$3.5 billion, and is growing at a rate of 10 percent a year," says Cinergix CEO Chandika Jayasundara. "But there's nothing out there that does what Creately does. This gives us an opportunity to tap into the long tail of design problems with our Internet-based KObjects technology."

Creately allows you to work collaboratively and to embed specifications into each component of your design. The patent-pending KObject technology forms the building blocks of a Creately design. Each KObject embodies its real-world counterpart's attributes and behaviors. This gives the design intelligence that allows it to 'understand' the context within which it exists. In this way, the design provides immediate feedback to the designer on its real-life workability.

Creately will be available as a beta version from the final quarter of 2008. To register for the beta version, visit creately.com.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund and Fenwick & West.

About Cinergix

Cinergix is the Australian start-up developing the Creately platform and its patent-pending KObject technology, which is changing the way we solve design and modeling problems. Creately is a rich Internet application with a smart user interface and automated validation checks that will make the process of design easier and more accessible. It enables specialists in diverse fields to capture and share their knowledge and intellectual property. This new paradigm of leveraging user-generated content for design work will enable Cinergix to support the long tail of design problems. Started in 2007 by a team from Sri Lanka, the UK, and Singapore, the company also runs a research and development centre in Colombo, Sri Lanka and will set up operations in the United States in early 2009. For more information, visit www.cinergix.com.

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