

## **iCharts Brings Interactive Charts to Life in Debut at TechCrunch50**

Sunnyvale, California—September 9, 2008—iCharts, a free web-based service that makes the creating, sharing and embedding of interactive charts simple, launched today as a featured product at the exclusive TechCrunch50 conference and competition, which highlights the most compelling and promising start-ups in the world.

“We are thrilled to have been selected by the TechCrunch50 team to compete and present this year,” says Seymour Duncker, CEO and co-founder of iCharts. “It’s a great honor, and iCharts’ selection for this prestigious event validates both the original concepts and the product we have built over the last 12 months.”

iCharts provides a portal that allows everyone to easily share chart-based facts and figures. Tightly integrated into the portal is iCharts Studio, which allows the creation of concise, high quality interactive charts in a fraction of the time previously required. Interactive features, like audio comments, data value pop-ups, and data “zoom” and “hide,” are automatically available with every iChart.

Duncker notes: “Over 900 billion charts are published in print media every year, but only a fraction of these are published online because chart creation and publishing are cumbersome, and the resulting image is flat, static and undiscoverable by search engines. iCharts changes all of this by allowing the creation of intelligent and interactive charts that let the viewer work and play with chart data.”

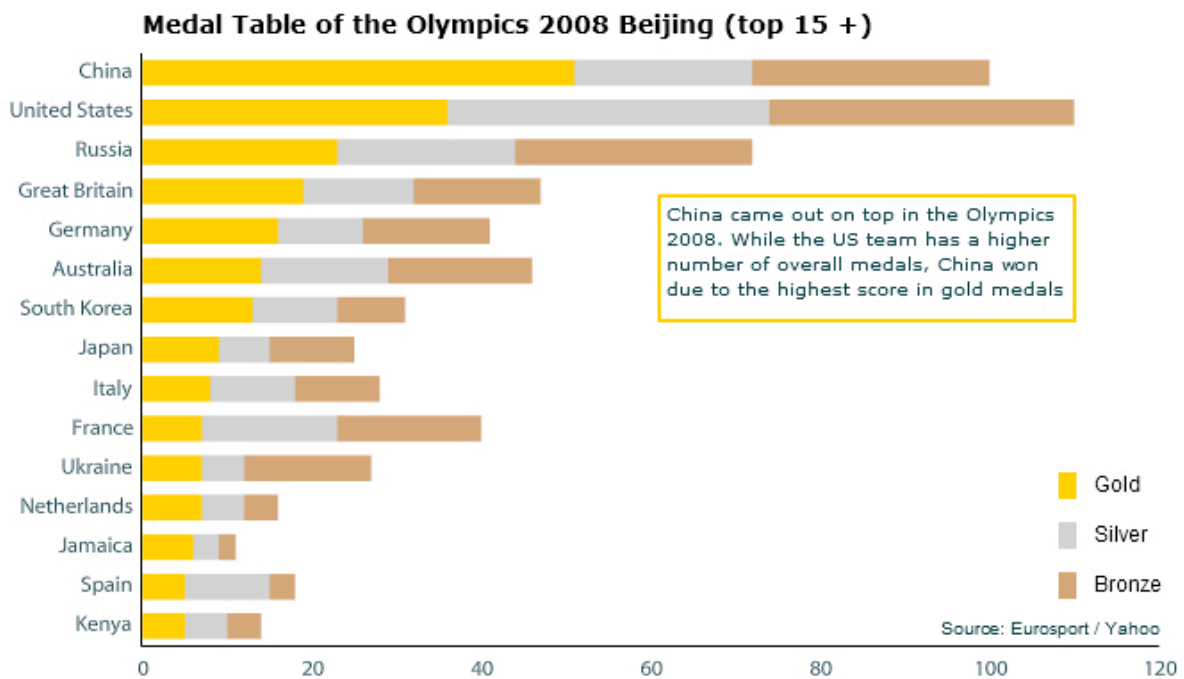
iCharts Designed for Interactivity, Ease-of-Use

Tyron Montgomery, Oscar-winning visual artist and CTO and co-founder of iCharts, adds: “Normally, creating meaningful and comprehensible charts is not only time-consuming, but requires expertise in data-visualization, which not everybody has. Our development focus was not only on an intuitive user interface, a clear layout and a friendly design, but also in loading iCharts with the necessary expertise to help the user. By automatically generating high quality design and interactivity the user can focus on conveying his message in the best possible way.

“From a technology perspective, iCharts Studio makes great use of Adobe Flex charting features, and then goes far beyond them. We intend to stretch these limits even more in the future.”

iCharts published on the public portal are automatically optimized for search engines, ensuring that Google and other search engines can index all content of a chart, including titles, comments and labels. Interactive iCharts can be embedded in websites, portals, blogs or within online articles, and can be remotely updated by simply

uploading new data to iCharts.net. iCharts retain full interactivity when embedded offline into PDF documents or into PowerPoint slides as Flash content.



[Click here to see an interactive version of this chart](#)

#### iCharts Deployed in Online Publishing

Springer Science + Business Media, an iCharts beta customer, is the second largest publisher of journals and the largest publisher of books in the Science, Technology and Medical (STM) sector. Ingo Eichel, Director of Production for Springer Business Media, Springer's B2B division, notes: "iCharts allows for the easy creation of high quality charts for a wide variety of data, which is of great benefit for our authors and editors who can easily create charts for print and/or web publication following our corporate identity. Our readers will be able to interact with chart data in completely new ways that continue to increase the value of our content."

#### About iCharts

iCharts is a free web-based service that makes creating, sharing and embedding of interactive charts simple. The company offers a portal at [www.icharts.net](http://www.icharts.net), to allow users to easily share chart-based facts and figures. In addition, the iCharts Studio provides tools that allow anyone to create high-quality, interactive charts in moments. The venture was initiated in September of 2007, and is headquartered in Sunnyvale, California. iCharts also has offices in Munich, Pune & Bangalore. The technology has a patent pending.

## 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, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including [Sequoia Capital](#), [Mayfield Fund](#), [Clearstone Venture Partners](#), [Charles River Ventures](#), Founders Fund, Perkins Coie and [Fenwick & West](#).

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