



fotonauts

Images for Humanity™

Fotonauts Press Briefing, September 2008. Embargoed until 12 noon Pacific time on 10 Sept 2008.
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What is fotonauts Inc.?

fotonauts inc. is a Delaware corporation, with headquarters in Palo Alto, California and Paris, France.

It was founded by Jean-Marie Hullot, former Chief Technology Officer of Apple's applications division and former Chief Technology Officer of NeXT.

When was fotonautsSM founded?

The company was formed in France during 2007. A US-based Delaware corporation was formed in early 2008 and the French corporation is now a wholly owned subsidiary of the US corporation.

Who is the fotonauts team?

Besides Jean-Marie Hullot, the CEO, the fotonauts founding team consists of:

Bertrand Guiheneuf
Sébastien Maury
Olivier Gutknecht
Manuel Colom

They were part of the iSync and iCal team that worked with Jean-Marie at Apple.

Keith Teare joined the team in early 2008 as President and the first US-based employee.

Who are the fotonauts investors?

The initial funding came from the 5 founders. In Q2 2008 the company closed a seed round of investment led by Brad Silverberg of Ignition Partners and by Banexi Capital's Michel Dahan. They were joined by SofTtech VC's Jeff Clavier and by Digital Garage, a Japanese VC firm. These four venture investors partnered with a group of angels: Reid Hoffman; Saul and Robin Klein; Joi Ito, Ron Conway, and David Rosenblatt. The total raised was \$2.3m.

What is fotonauts going to do?

fotonauts will deliver the world's best way to discover, organize, share and collaborate with images.

What problems will fotonauts solve?

Digital images, once they are captured on the camera, are rarely shared or used. Poor sharing leads to poor collaboration and we all suffer as a result. Some facts -- more than 500 million digital images are captured every day and less than 5% of images captured are uploaded to the major photo sharing sites. Some problems: (1) Uploading is hard. Most sharing is done via email. (2) When images are uploaded they are not accessible for use by others in their albums. (3) Members of different services cannot work together to create albums drawing on images from two or more services. (4) Collaboration usually takes the form of shallow "pat on the back" style commenting. (5) Online services default license is normally "all rights reserved". The images are licensed in such a way as to make them unusable by others.

How does fotonauts solve these problems?

By providing a platform for discovering, organizing, sharing and collaborating with the world's images. Here are some key features:

- 1. Synchronized:** We use synchronization technology to make uploading of images to the Internet, and to the service of choice, a trivial matter. Any image that the creator desires to share will automatically be synchronized with the Internet and made available to those with permission to use or see it.
- 2. Unified:** we allow multiple users, subscribed to any service with an API, to work together on common creations, without having to use a new service or force others to use theirs.
- 3. Enriched:** fotonauts automates tagging by enabling albums to be enriched with appropriate relevant content. Then, through automation, fotonauts tags all of your images and then pushes the tags to fotonauts.com and the service(s) of your choice.
- 4. Collaborative:** fotonauts enables albums made up of the images from more than one photographer, and allows multiple collaborators. The users of our beta program created a World Heritage Sites album made of more than 1000 pages, with dozens of collaborators, drawing on more than 15,000 images from hundreds of photographers from many services. Only possible with fotonauts.
- 5. Distributed:** All fotonauts public albums can be distributed via widgets to any web site. The conversations around albums can be distributed to friends via Twitter, Friendfeed and other livestreaming services.
- 6. Image Search that works:** By combining rich and relevant tags as well as usage data, fotonauts (at scale) will provide relevant results for image search. This will enable fotonauts' ImageRankSM to serve as the global standard for image search.
- 7. Images for Humanity:** Our collective efforts, along with Creative Commons licensing, ensure that together we can create the definitive pool of images for everyone to contribute to, discover and use.

Who is fotonauts for?

fotonauts has three audiences and has features to delight each - creators, photographers and searchers. The combination of all three creates the basis for a revolution in online photo sharing, collaboration and image search.

- 1. Creators.** fotonauts serves those who want to build photo collections based on their own images and the images of others. We provide search tools to discover images that can be included in albums and organizing tools to present them. We allow the enrichment of images with additional content. We also enable collaboration, feedback and distribution.
- 2. Photographers.** fotonauts provides a powerful platform for photographers who wish to share their images with the world. We also do a great job for those who only want to share their images with invited friends, family or colleagues and even for those who want to maintain private collections. In all cases, fotonauts simplifies uploading, sharing, distributing and collaborating.
- 3. Searchers.** If you need to find the best image of anything, fotonauts can help. People, places, events, or anything else. fotonauts always credits the creator of the image and shows their licensing choice.

How can I get on the fotonauts beta invitation list?

fotonauts beta invitations can be requested at <http://www.fotonauts.com>.



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fotonauts, Inc. announces
- beta invites
- seed round financing of \$2.3m
- Board of Directors and Advisors

(Embargoed until 12 noon Pacific Time, Sept 10, 2008)

Palo Alto, California, Sept 10, 2008: Today at the "TechCrunch 50" conference in San Francisco, California, fotonauts, Inc. announced the opening of invites to its beta program. People who want to receive an invite can request one at <http://www.fotonauts.com>.

fotonauts(SM) also announced its first round of external financing. The \$2.3m round was led by Seattle-based Ignition Partners and by Banexi, a Paris-based venture firm. They were joined by Jeff Clavier's SoftTech VC from the Bay Area, and Digital Garage from Tokyo, Japan. Alongside the venture investors were several angel investors: Saul and Robin Klein's LocalGlobe fund; Joi Ito, CEO of Creative Commons; Reid Hoffman, founder of Linked-In, David Rosenblatt, former SVP of Realtor.com and Ron Conway, well known Silicon Valley angel.

Brad Silverberg of Ignition Partners has joined fellow investor, Joi Ito; founder Jean-Marie Hullot, and President Keith Teare on the Board of Directors.

In addition to the announcement of the funding and the formation of the Board, fotonauts announced that David Rosenblatt, Saul Klein, Joi Ito and Louis Monier, founder of AltaVista, have agreed to join the company's advisory group.

About fotonauts(SM)

fotonauts mission is to enable the creation of the definitive pool of images for everyone to contribute to, discover and use, covering all areas of human interest. fotonauts will deliver the world's best tools to discover, organize, share and collaborate with images, wherever they are stored.

A Delaware Corporation, with offices in Palo Alto California, and Paris, France, fotonauts was founded in 2006 by Jean-Marie Hullot, former CTO of NeXT and Apple's Applications Division. The company's product is currently in private beta. Invites to the beta can be requested on its web site at <http://www.fotonauts.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, 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.

About Ignition Partners

Ignition Partners, headquartered in Bellevue, Wash., is a premier venture capital firm dedicated to helping the best entrepreneurs seize opportunity. From turning their early stage idea into a business, to hiring the right team or providing the right industry and functional insight and connections, Ignition helps companies grow their business strategically, globally and financially to realize the best ultimate outcome. Ignition invests in emerging and future leaders in communications, internet, software and services across business and consumer targets. Ignition brings together an unparalleled combination of domain focus, technical expertise and global operational experience. Ignition's partners are proven business leaders who have built some of the world's most successful businesses of the last two decades, including Microsoft Windows and Office, McCaw Cellular Communications, AT&T Wireless and Starbucks. For more information on Ignition Partners, visit its Web site at www.ignitionpartners.com

About Banexi Ventures

Paris-based Banexi Ventures Partners is one of the leading European Internet venture capital funds. Founded in 1982 and managing over €340M Banexi is well known for being the founder of Kelkoo. Banexi Ventures Partners invests in Europe in different sectors including also mobile applications, electronics, semi-conductors and life sciences.

About SoftTech VC

SoftTech VC is an early stage venture capital firm that most recently formed a \$12M seed stage fund, SoftTech VC II. Jeff Clavier, one of the most active Web 2.0 angel investors, announced the fund and its four initial investments, at the TechCrunch40 conference in September 2007. Soft-Tech VC II is backed by a mix of institutional and private investors.

About Digital Garage

With the motto of “bringing together corporations, people and information in an organic way,” Digital Garage, headquartered in Shibuya, Tokyo, offers business strategy design and development of Internet and e-commerce business models, as well as the design, construction and operation of IT infrastructure, marketing, research and other services. Founded in 1994, Digital Garage has extensive experience in search and retrieval technology, e-commerce engineers, content management, networking and other Internet applications systems. It has offered these services to major corporations in Japan.

Source:

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