

PRESS RELEASE

FOR IMMEDIATE RELEASE  
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## TOP TECHNOLOGY START-UPS NAMED FOR AUSTRALIA'S LEADING TECH EVENT

New technologies that fight fraud, transform photographs into maps, and turn your phone into a remote control for your entire house, have been chosen to take centre-stage at the event that propels up-and-coming Australian companies into the global spotlight.

Tech23 2012 has announced the 23 exciting young companies that will take part in this year's Sydney event, which will provide \$100,000 in cash prizes, sponsored by NSW Trade and Investment. A full list of the 23 companies is available below.

The 23 companies represent the best of Australia's exciting young ICT innovators, and were selected from a competitive pool of over 150 applications.

Taking place next month on the 23rd October 2012 in Sydney, Tech23 provides each company with five minutes to showcase their technology before panels made up of the best of Australia's entrepreneurs, investors, and leading ICT industry figures.

This year, education technologies are dominating the ICT innovation landscape, with Bubble Gum Interactive, JellyMusic, Native Tongue, and Smart Sparrow all making it to Tech23 with technologies such as JellyMusic's interactive music education, and Native Tongue's use of arcade game play to help users to learn a language.

"We're delighted to be named one of this year's Tech23," said Anthony Howe of JellyMusic. "The calibre of the industry leaders that are on-hand to provide feedback, guidance and support is just mind-blowing, and when you look at what previous Tech23 winners have accomplished, you realise that this event can help to turn our young company into a global success. We feel extremely fortunate to have this opportunity and very excited to see what happens on the day."

The companies hope to follow the paths of previous Tech23 winners like Kaggle, Marathon Robotics, biNu, and IPscape, which have all landed multimillion dollar deals and investments since featuring at Tech23.

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**- ANTHONY HOWE**  
Director of JellyMusic

One of Tech23's major drawcards is its' assembly of a veritable who's who of Australian ICT industry names, who this year include: Managing Director of Southern Cross Venture Partners Bill Bartee; co-founder of SEEK and investor in Tech23 alumni biNu, Paul Bassat; CEO of Commercialisation Australia Doron Ben-Meir; Atlassian co-founder Mike Cannon-Brookes; CEO of NICTA Hugh Durrant-Whyte; Non-Executive Director of NBN Co Clem Doherty; CIO of Telstra, Patrick Eltridge; co-founder and co-CEO of BigCommerce Mitchell Harper; co-founder of Pollenizer Mick Liubinskas; and co-founder of Yuuwa Capital, Matthew Macfarlane.

Bill Bartee, who will also chair a session with a handful of industry leaders, including Paul Bassat, Mike Cannon-Brookes, and Mitchell Harper, said of this year's Tech23 companies: "I look forward each year to the discoveries that an event like Tech23 can unearth. Watching early-stage innovators gain instant recognition, and helping them finesse their technologies and take them to the next stage, is both a privilege and an important function for the development of Australia's ICT industry."

Tech23 offers \$100,000 in cash prizes for the best of its top 23 companies. The funding is provided by the NSW Department of Trade and Investment. In addition to the 23 competitors, additional exciting technologies will be on show at Tech23's Innovation Island.

Tech23 is sponsored by the NSW Government, the Australian Technology Showcase, NICTA, the University of Technology Sydney, CSIRO, Citrix, and Commercialisation Australia.

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For more information, to request an interview with our Tech23 companies, alumni, or sponsors, or to request a media pass for the event, please contact Zhien-U Bakarich, SlatteryIT (+61 2 9280 3677 or [zhien-u@slatteryit.com.au](mailto:zhien-u@slatteryit.com.au)).

#### **This year's Tech23 companies are:**

**Austreme** » [austreme.com](http://austreme.com) *PCI-Compliant anti-fraud cloud*

**Bubble Gum Interactive** » [bubbleguminteractive.com](http://bubbleguminteractive.com) *Transmedia games and entertainment for kids*

**CoolCity** » [coolcity.com.au](http://coolcity.com.au) *contactless payments for interactive marketing medium*

**enableHR** » [enablehr.com.au](http://enablehr.com.au) *enabling better HR management in cloud*

**Full Extent** [domorewithmaps.com](http://domorewithmaps.com) *which takes human-readable text and automatically puts it on a map*

**Happy Inspector** » [happyinspector.com](http://happyinspector.com) *mobile and cloud apps for paperless inspections*

**Incoming Media** » [incoming-media.com](http://incoming-media.com) *a mobile service provider enabling personalised mobile video*

**iVvy** » [ivy.com](http://ivy.com) *a global online marketplace for the events industry*

**JellyMusic** » [jellymusic.org](http://jellymusic.org) *interactive music education for primary classes*

**MetaCDN** » [metacdn.com](http://metacdn.com) *cloud-based content delivery network provider*

**MicrcoEnergyLabs** » [microenergylabs.com](http://microenergylabs.com) *enabling households to track electricity usage*

**MobileNation** » [mobilenationhq.com](http://mobilenationhq.com) *a cloud-based enterprise mobile development platform;*

**Native Tongue** » [nativetongue.com](http://nativetongue.com) *a language learning game company*

**Ninja Blocks** » [ninjablocks.com](http://ninjablocks.com) *connects real things to apps*

**OneSaaS Intergrations** » [onesaaS.com](http://onesaaS.com) *which integrates and synchronises business data*

**Parotel** » [parotel.com](http://parotel.com) *machine 2 machine cloud-based software platform*

**Rezon8 Media** » [adbay.com.au](http://adbay.com.au) | [rezon8media.com](http://rezon8media.com) *which provides Adwords for real-world digital signs*

**Rome2rio** » [rome2rio.com](http://rome2rio.com) *multi-modal travel search engine*

**ScriptRock** » [scriptrock.com](http://scriptrock.com) *automated system configuration testing*

**Smart Sparrow** » [smartsparrow.com](http://smartsparrow.com) *empowering teachers with adaptive learning*

**StreetHawk** » [streethawk.com.au](http://streethawk.com.au) *targeted location-based marketing for retailers*

**Tapit** » [tapit.com.au](http://tapit.com.au) *a Near Fields Communications company which simplifies how people access information on their phones*

**Zeptonics** » [zeptonics.com](http://zeptonics.com) *which designs lowest-latency network devices*

#### **Tech23 2012**

**when** 8.30am-5.30pm, Tuesday 23rd October 2012

Followed by the Awards Ceremony from 5.30pm

**where** The Auditorium

37 Reservoir Street, Surry Hills, Sydney