

## **IDG Ventures India invests in Bangalore based “3D Solid Compression”, a Stanford-IISc incubated company.**

**Bangalore, December 18, 2007:** IDG Ventures India, a \$150 Million early-stage technology venture capital fund, today announced an investment in 3D Solid Compression (P) Ltd (3DSoC), a startup incubated by Stanford University and Indian Institute of Science (IISc).

3D Solid compression has been co-founded by Prof. Fritz Prinz (Stanford) Prof. B. Gurumoorthy (IISc), Dr. Krishnan Ramaswami and Mr. K K Venkatraman around the vision of ‘3D for All’. 3DSoC is positioned to be a key player in the 3D content creation and visualization space with VIS (Virtual Interactive Solid), its novel 3D representation format. The ability to interact with the concise representation enables 3DSoC to straddle markets as diverse as 3D Publishing and Visualization (US\$18 Billion market) and Rich Internet Applications (a multi billion dollar market). Today, 3DSoC’s customers in India include major players in the Automotive and Engineering verticals who see significant benefits in leveraging 3D product data in both marketing and the MRO side of the business, due to the highly compressed nature of the files. VIS is a multimedia representation where, in addition to 3D shape information, animation, textures, audio and text may be integrated.

“It is our belief that 3D technology adoption forms the next wave of innovation in digital distribution of content. Whether it be 3D GUI’s, Rich Internet applications, a Second Life like platform or global engineering digital supply chains, our investment in 3D Solid compression is well positioned to ride this wave.” said **Mr. Sudhir Sethi, Chairman & Managing Director, IDG Ventures India**. ‘After ConnectM, a spinout from Sasken, this is our second spin out, this time from two leading academic institutions’.

“Our vision is to enable 3D Animated Content creation and experience by ALL from large enterprises to the common man with the freedom to deliver the content on any platform – from desktop to handheld. 3DSoC’s value proposition lies in its ability to compress models significantly and allow for interaction at the same time. You can potentially distribute heavy 3D models over the internet or even mobile networks. We are seeing good traction with the enterprise sector for our present product offerings and will be using the funding to achieve the same on the mass consumer side. Our immediate priority is to hire top talent for accelerating product development and building out the global sales infrastructure. We hope to benefit from the rich experience of the investor nominees on the board, the strong presence of IDG globally and their long standing connections with the publication vertical.” said **Mr. K. K. Venkatraman, co-founder and CEO of 3DSoC**.

“Even though the VIS models are very concise, they are lossless. Thus it is possible to create precise and complex 3D models that are smaller than the static image files. A static

3D model can be compressed by up to 100 times even with animation embedded in it. Our goal is to create a platform that enables easy creation of animated 3D models by a novice user. One of our customer's experiences has been that models that took a few months to create with existing tools took only a few days to create with our product. We believe that 3D content will be the next wave of user generated content that will be disseminated on the web." said **Mr. Krishnan Ramaswami, co-founder and CTO of 3DSoC.**

Mr. Sudhir Sethi and Mr. Hemir Doshi will join the Board of Directors at 3DSoC representing IDG Ventures India. Mr. Sudhir Sethi has over 25 years of operating, investment and Board experience and is credited with seed funding Mindtree Consulting and more recently ConnectM. Mr. Hemir Doshi, focuses on software products and services as Investment Advisor at IDG Ventures India and has prior risk management and strategy consulting experience.

### **About IDG Ventures**

IDG Ventures is a global network of venture capital funds with over \$2 billion under management and a portfolio of over 220 companies built over the last 15 years. The IDG Ventures network is comprised of six independent partnerships managing funds in North America and Asia. Each partnership makes investments on behalf of its limited partners, including International Data Group (IDG), the world's largest IT media company. By combining the IDG platform – an unparalleled combination of global publishing, market research (IDC), and conferences and exhibition resources – with years of hands-on experience in early-stage company building, each IDG Ventures fund helps companies understand their markets better and penetrate them faster than their competition.

With partnerships in Boston, San Francisco, India, Korea and multiple locations throughout China and Vietnam, the IDG Ventures network offers the international perspective and the local market expertise to help companies grow from start-ups to global success stories.

IDG Ventures India manages a US\$150 Million venture capital fund focused on helping entrepreneurs grow innovative companies on a global basis. IDGV India believes the market for technology products and services in India, the proven value of India as an offshore resource base and the entrepreneurial spirit and talent of its people, create an extremely bright future for venture capital investing in the country.

For more information go to [www.idgventures.com](http://www.idgventures.com)

### **About 3D Solid Compression (P) Ltd**

3D Solid Compression (P) Ltd (*3DSoC*) is a technology spin-off from Stanford University and the Indian Institute of Science. 3DSoC's patented technology, called

Virtual Interactive Solid (*VIS*), is a very concise and lightweight 3D representation, comprising of geometry, text, sound, animation, textures and interaction. The concise nature of the representation makes it very attractive for digital transmission over the network. 3DSoC's value proposition lies in its' ability to compress models significantly and allow for interaction at the same time.

VIS will find applications in the **3D Publishing & Visualization** space across industries such as Automotive, Aerospace, Heavy Equipment Mfg, Marine & Offshore Drilling and Healthcare to create electronic catalogues, manuals and digital mockups. It can also be used in the Education, Media & Entertainment industry to create content in the **Rich Internet Applications** space both for recreational and training purposes.

For more information, please visit <http://www.3dsoc.com>.

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