

FOR IMMEDIATE RELEASE

## **iMotions took the Edison Prize 2007 and was appointed as best IT - Entrepreneurs in Denmark**

**Copenhagen (January 31, 2007)** – iMotions – Emotion Technology A/S, the leading developer and provider of objective, non intrusive emotional response software today announced that it took the entrepreneurship title “Edison 2007” in a National competition with the purpose of appointing the best IT-Entrepreneurs in Denmark.

iMotions were chosen among the 10 finalists to compete for the Edison Prize 2007. After handing in an Executive Summary the 10 best companies were pitching their businesses in front of a competent jury consisting of serial entrepreneurs, Venture Capitalists and other business leaders.

Peter Hartzbech, iMotions CEO and Co-founder, says “It is always a good feeling to test our growth strategies and global expansion plans up against some of the other interesting companies of Denmark.”

The competition consisted of two different pitches. The first pitch “The Sales Pitch” was a 3-minute pitch about the product and technology. After each of the 10 pitches the jury voted on a scale from 1-5. The 5 best companies had a second pitch of 5 minutes to present the business plan and growth strategies. In addition there was an audience prize, where the audience voted for the best company and iMotions also won this prize.

The two founders Peter Hartzbech and Jakob de Lemos says; "It's a big honour to receive this award and it proves to us that we are able to get our message through clearly, regarding our revolutionizing product and sales strategy."

The jury consisted of among others; CEO of Microsoft Denmark, Jørgen Bardenfleth, and general managing Partner of Nordic Venture Partners, Henrik Albertsen (NVP is one of the leading Nordic Venture Capital companies).

### **About iMotions**

iMotions – Emotion Technology A/S is the developer of Emotion Tool, the world’s first objective non-intrusive, reliable software to measure human emotional response to visual stimuli such as print ads, Direct Marketing material, and brochures. The software, which also measures visual attention, uses data from a standard eye tracking monitor. Emotion Tool version 1.1 is currently being marketed to the Advertising and Marketing Research industries worldwide. The company has had early sales successes in United States, Netherlands, and Denmark.

Founded in 2005 by CEO Peter Hartzbech and CTO Jakob de Lemos, iMotions is headquartered in Copenhagen, Denmark. The company currently employs 22 people representing 10 countries.

The company’s website is [www.imotions.dk](http://www.imotions.dk)

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