

**For Immediate Release:**

## **VoxVue Selected to Participate in Technology-Innovation Showcase**

*Industry Advisory Board Chooses VoxVue From a Group of Over 300 Early-Stage Companies*

October 19, 2004, Waltham, MA. VoxVue Corporation today announced that it has been chosen to participate in "Under the Radar," a one-day event that will take place on November 17, 2004 at the Microsoft campus in Mountain View, Calif. The event, sponsored by venture firms, industry leaders and software companies, including Microsoft Corporation, will showcase early innovators in eight different fast-growing technology sectors.

IDB Networks, an organization that brings new technology companies together to network with venture capital firms and established industry veterans, is hosting the event. The companies chosen to participate in the event were handpicked by the IDB Network editorial team and the Under the Radar advisory board based on market opportunity and unique value proposition. The selection criteria were designed to spotlight some of the most promising new companies that are "just under the radar" but quickly gaining traction in their market sectors with key customers, partners, and investors. "Under the Radar is an opportunity for 40 of the most exciting emerging private companies to present and receive feedback on their technology and business model from investors and potential strategic partners in a unique, interactive format," said Debbie Landa, CEO of IDBNetwork.

"I'm very pleased that VoxVue was selected to participate in this terrific event," said VoxVue's CEO John Morey. "The IDB advisory board, which is made up of industry experts from the venture and business sectors as well as from the editorial community, chose VoxVue from a group of more than 300 emerging companies. The fact that both the venture community and established software companies want to hear from us shows that our BizScape software is uniquely positioned to solve a recognized business problem."

"Most businesses today have plenty of enterprise data. The challenge today isn't how to get more data, but how to get the most value out of the data that's already there," continued Morey. "BizScape allows executives and decision makers to blend enterprise information with market predictions, anecdotal knowledge, internal projections and many other kinds of information into a unified, graphical model. Decision makers can then sit around a table to problem solve while interacting in real time with a graphical depiction of the underlying information that their decisions will be based on. For the first time, conclusions that are typically reached by gut feel can now be modeled using real data. For example, by using BizScape, executives can actually understand how decisions in one department will affect other facets of their business in the long term."

### **About VoxVue**

Founded in early 2002 and headquartered in Waltham, Massachusetts, our innovative approach to improving business modeling and strategy development through visual modeling software is winning acclaim from strategy practitioners within the Global 10K and at leading strategy consultancies worldwide. VoxVue has world-class domain expertise in visualization, analytics and data integration. The talented individuals at VoxVue form a unique team with deep experience in developing and delivering creative software solutions to business users and in leading strategy, operations, finance and business-development initiatives for global 10K companies.

### **About IDBNetwork**

Founded in September of 1999, IDBNetwork is the first membership-based organization to accelerate dealmaking. IDBNetwork explores the business side of technology through events and newsletters that cover the latest innovative technology, partnerships, company growth, business

models and investment strategies. IBDNetwork's community is comprised of VCs, CEOs, and VPs of business and corporate development from both private and public companies-typically the company "forecasters" that need to understand new market opportunities and trends to help plan their companies' strategic initiatives.

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