

TECHCRUNCH PARTNERS WITH BRAINIENT TO BRING LIVE INTERACTIVE STREAMING TO THE GEEK'N'ROLLA CONFERENCE

March 29, 2011 - London, UK: TechCrunch Europe, the most influential technology blog in Europe, has partnered with Brainient, the leading interactive video advertising platform in the UK, in order to take live streaming to the next level by allowing viewers to interact with the live stream at TechCrunch's Geek'n'Rolla event.

Geek'n'Rolla is a one day annual conference that brings together Europe's technology startups to network with investors and talk about what they're working on. The main focus is on giving startups the opportunity to pitch their ideas in front of a judging panel. Major guest speakers at this year's conference include Dave McClure, founder 500 Startups and well known super-angel, Josh Williams, co-founder & CEO of Gowalla, Iain Dodsworth, founder & CEO of TweetDeck and Tariq Krim, founder of Jolicloud.

Brainient, a Seedcamp company that raised \$800,000 in VC funding last year in a financing round that included Dave McClure, Sherry Coutu, Alex Hoye, Algy Williams and led by Arts Alliance will provide its ground-breaking interactive video technology in order to make the live broadcasting stream of this year's Geek'n'Rolla more engaging for viewers. Some of the elements Brainient will be dynamically inserting into the live stream are a live Twitter feed, more information about the speaker and an interactive agenda that will show what's up next.

"I believe interactive video is the future, and live streaming makes no exception to that rule. Integrating social and interactive elements into the actual stream will most likely make the viewer experience better, and making viewers happy is what we strive to do at Brainient." said Brainient's CEO, Emi Gal.

Brainient enables video publishers & advertisers to create and deploy interactivity through a web-based video editor called BrainStudio. "It's like Apple's Keynote for interactive video, and it's so intuitive even my dad could use it" said Mr. Gal.

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About GeeknRolla.

The conference will take place on March the 30th .The venue will be Park Plaza Victoria, 239 Vauxhall Bridge Road, London SW1V 1EQ. The now legendary GeeknRolla Afterparty, which will take place at the amazing, world-famous London nightclub **Pacha**.

About Brainient

Brainient builds tools that help agencies and video publishers create interactive video ads. The company is a Seedcamp 2009 Winner, part of the Global Entrepreneurship Programme of the UKTI and backed by a number of prominent US & UK investors including Arts Alliance, Dave McClure, Sherry Coutu, Alex Hoye & Algy Williams.