

**For Immediate Release**

## **ViSenze Wins 2014 Red Herring Top 100 Asia Award**

*Two-year-old Singapore R&D start-up accelerates internationally*

Singapore, 29 August 2014 – National University of Singapore (NUS) technology spin-off, ViSenze, is gaining rapid international recognition by winning a place on the 2014 Red Herring Top 100 Asia Award, a prestigious list honouring the year's most promising private technology ventures from Asia.

Red Herring's Top 100 Asia list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Daum, Facebook, Kakao, Twitter, Rakuten, Salesforce.com, Xiaomi and YouTube would change the way we live and work.

"Winning the Red Herring Top 100 Asia Award is a milestone for ViSenze," said Oliver Tan, Co-Founder & CEO of ViSenze. "We set out to simplify the visual web with our simple but really smart visual tools we had created. So this win is a firm testament to our R&D innovation, execution and management strength. It is also a timely highlight as we cross two years in our existence."

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Asia to the Top 100 Winners. We believe ViSenze embodies the vision, drive and innovation that define a successful entrepreneurial venture. ViSenze should be proud of its accomplishment, as the competition was as strong as ever."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Asia.

Red Herring is a global media company, which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums, including print, online and exclusive events worldwide. Red Herring provides an insider's view and access to the global innovation economy, identifying new and innovative technology companies and entrepreneurs.

ViSenze is one of the several Singapore companies that have made the Red Herring 100 list this year. The company specializes in offering intelligent visual recognition and search solutions, and counts major players like Rakuten and Zalora amongst its international clientele today.

A full list of the 2014 Red Herring Top 100 Asian winners is available here:  
<http://www.redherring.com/events/red-herring-asia/2014top100/>

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### **About ViSenze**

Founded by web veterans and industry-leading multimedia specialists, ViSenze is an award-winning spin-off company from NExT, a leading research centre jointly established between National University of Singapore (NUS) and Tsinghua University of China. ViSenze's mission is to simplify the Visual Web by unlocking the intelligence captured in any rich visual content. Built from state-of-the-art visual recognition technology, ViSenze offers a set of innovative multi-platform solutions: ViSearch for intelligent visual Search, ViContext for contextual analysis and recommendation, ViMobile for mobile search and recognition, and ViSight for visual-driven analytics. Through continuous large-scale rapid machine learning and practical R&D based on real-world problems, ViSenze helps today's digital businesses address challenges in fast-growing visual content across web, mobile and social media platforms. ViSenze is invested by Rakuten Ventures, Walden International and UOB Venture Management.

ViSenze is a SiTF 2013 Winner (Emerging Technology)

For more information, please visit [www.visenze.com](http://www.visenze.com).