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OFFICE TECHNOLOGY TODAY

Internet video startup gets $3.5 million

EQUILIBRIUM TO USE CASH TO EXPAND STAFF, EXTEND REACH OF WEB TECHNOLOGY

Monday, April 14, 2008

by Loralee Stevens

Staff Reporter

SAUSALITO – Equilibrium, the maker of the MediaRich Media Server, an engine to automate and deliver images, video and audio to Web sites, has caught the eye of a Japanese digital-content management developer.

Tokyo-based, publicly traded Celartem, through its U.S. subsidiary Extensis, has led an investment of $3.5 million in 14-employee Equilibrium with the intention of broadening the video processing portion of its technology, according to Equilibrium Director of Marketing Frank Colin.

The agreement also gives Celartem Japanese and South Korean distribution rights to Equilibrium's current products.

Equilibrium is what its founder, chairman and CEO Sean Barger calls an "upstart" rather than a startup.

In 1989, he founded the company to develop computer games and to market the first automated graphics-processing software, DeBabelizer, and sold it to media conglomerate CMGI in 1999.

In 2004, Mr. Barger repurchased the company along with its new flagship product, MediaRich. DeBabelizer is still a popular graphics management tool.

MediaRich is customizable server middleware that's used to repurpose and deliver digital content to any device in real time. A common use is to allow customers on a retail site to zoom in on products, turn them around and change their color. AOL uses MediaRich to thumbnail its collection of videos.

Seattle-based Extensis is a digital-asset management company that will strengthen its technology with the MediaRich engine.

"The agreement has three significant purposes," said Mr. Colin. "It gives

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"The agreement has three significant purposes," said Mr. Colin. "It gives Celartem MediaRich to market in Asia as well as a future in the video processing technology we'll continue to develop; it brings Extensis a powerful new engine for their digital-asset management software; and it allows us to grow."

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The money, the first significant investment Equilibrium has received since it was acquired from CMGI, will be used for research and development and to grow the staff, said Mr. Colin. “We’ll at least double our staff this year,” he said. Equilibrium is committed to remaining in Marin as it grows.

“There’s a lot of development talent locally. Our employees in San Francisco don’t mind making the trip and neither do our clients,” he said.

For more information, visit www

.equilibrium.com.

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