

## Media Release For Immediate Release

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### **SINGAPORE INVENTION iTWIN GAINS INTERNATIONAL AND LOCAL SUCCESS**

Local startup develops handheld plug-and-play file sharing device in A\*STAR's Institute for Infocomm Research laboratories

- 1. Singapore, 13th December 2011** – A Singapore-invented plug-and-play file sharing device, iTwin, has been winning awards for its innovative properties and unique design since its launch less than two years ago. iTwin recently won the “Best of What’s New Award” by Popular Science Magazine’s 2011 in the computing category in November 2011.
2. As the first and only remote file access solution that is truly plug-and-play, iTwin was among the top 100 new tech products to be selected from thousands of products and technologies globally reviewed by the editors of the magazine. The award was featured in the December issue of Popular Science, the most widely read issue of the year since the debut of “Best of What’s New” in 1987. Based in the United States, Popular Science was first published in 1872 and is the world's most widely circulated science and technology magazine with a circulation of 1.3 million and 6.8 million monthly readers.
3. iTwin was developed in the laboratories of the Institute for Infocomm Research (I<sup>2</sup>R), a Research Institute of the Agency for Science, Technology and Research (A\*STAR). Officially launched in the market in October 2010, this easy-to-use plug-and-play device consists of two parts and can transfer data safely between any two online computers. Users can upload, download or edit any file on any computer effortlessly by simply plugging in the device into one computer, detach its second part and plug it into the second computer. No more confusion with multiple versions of files flying around through emails at the same time. The iTwin does not store data and users do not have to worry about compromising their data if a device is misplaced as it can be remotely disabled.

4. The idea for iTwin originated when co-founder and CEO of iTwin, Lux Anantharaman, wanted to check personal investments and finances that were stored on his computer at home. He realised that he required a simple and secure remote file access solution. This led to the invention of iTwin by Lux while he was a scientist in I<sup>2</sup>R. Exploit Technologies Pte Ltd, the commercialisation arm of A\*STAR, funded the development of a marketable prototype by matching good science with early industry inputs and a viable business plan. The prototype was introduced at the International Consumer Electronics Show (CES) 2009 in the United States and the rest, as we say, is history!

5. Co-founder and CEO of iTwin Lux Anantharaman said “We see a huge potential in iTwin as this device may ultimately replace the portable storage market which currently comprises flash drives, portable hard disks and memory cards. Our customers are from all over the world, from the United States, Europe and of course, Singapore.”

6. Professor Lye Kin Mun, Executive Director of I<sup>2</sup>R said: “The success of iTwin showcases the creativity and entrepreneurship of our researchers in I<sup>2</sup>R. Their determination to make iTwin a success, as well as their ability to provide real-world solutions that are simple and yet powerful for users is indeed very encouraging for us. I wish iTwin all the best in its future success! ”

7. Besides the Popular Science Magazine’s 2011 “Best of What’s New Award”, iTwin has also won the Red Dot Product Design Award in July 2011 and Frost & Sullivan’s New Product Innovation Award in 2010. iTwin was also the first Singapore start-up to be selected to participate in the prestigious TechCrunch 50 start-up event in the Silicon Valley in 2009. These awards have resulted in increased brand recognition and credibility for iTwin.

To learn more about iTwin, please visit [www.iTwin.com](http://www.iTwin.com).

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**About Institute for Infocomm Research**

The Institute for Infocomm Research (I<sup>2</sup>R pronounced as i-squared-r) is a member of the Agency for Science, Technology and Research (A\*STAR) family. Established in 2002, our mission is to be the globally preferred source of innovations in 'Interactive Secured Information, Content and Services Anytime Anywhere' through research by passionate people dedicated to Singapore's economic success. I<sup>2</sup>R performs R&D in information, communications and media (ICM) technologies to develop holistic solutions across the ICM value chain. Our research capabilities are in information technology, wireless and optical communication networks, interactive and digital media, signal processing and computing. We seek to be the infocomm and media value creator that keeps Singapore ahead. For more information about I<sup>2</sup>R, please visit [www.i2r.a-star.edu.sg](http://www.i2r.a-star.edu.sg).

**About Exploit Technologies Pte Ltd (ETPL)**

Exploit Technologies Pte Ltd (ETPL) is the commercialization arm of the Agency for Science, Technology and Research (A\*STAR). Its mission is to support A\*STAR in transforming the economy through commercializing R&D. Exploit Technologies enhances the research output of A\*STAR scientists by translating their inventions into marketable products or processes.

Through licensing deals and spin-offs with industry partners, Exploit Technologies is a key driver of technology transfer in Singapore. It actively engages industry leaders and players to commercialise A\*STAR's technologies and capabilities, bridging the gap from Mind to Market. Exploit Technologies' charter is to identify, protect and exploit promising intellectual property (IP) created by A\*STAR's research institutes.

For more information, please visit <http://www.exploit-tech.com>

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