

For Immediate Release:



Tonchidot awarded TiE50 WINNER for 2009



Santa Clara, California, May 13th, 2009

Tonchidot Corporation has been awarded TiE50 Winner, a leader in innovation, ingenuity, and management excellence. The TiE50 award is presented by TiE at TiECon2009 to the top 50 start-ups from close to 1200 nominees.

<http://www.tiecon.org/home/tie>

TiE is a global organization dedicated to fostering entrepreneurs across its international network sponsored by top venture capital firms and Fortune 500 corporations. TiE is spread across 53 chapters in 12 countries comprising of 1,800 experienced entrepreneurs and business executives as charter members, 12,000 aspiring entrepreneurs and professionals as members.

TiECon2009 and TiE50

TiEcon 2009 is two action-packed days of rich dialogue, networking and deal making with thousands of entrepreneurs, venture capitalists, industry executives, and thought leaders. TiEcon 2009 is themed "The BOLD Entrepreneur", focusing on dynamic individuals who are able to adapt to changing conditions and create their own future despite downturns and uncertainties.

TiE50 winners are diverse in terms of size, progress, maturity and location. They share a common thread of innovation, ingenuity, strong management teams and overall quality of ideas.

"All of this year's winners embraced TiE's message of the bold entrepreneur," said Mateen Syed, TiE50 Chair. "The judges were impressed by the quality of ideas and execution across each vertical segment. These fifty companies represent the finest in entrepreneurship and serve as

role models, encouraging and inspiring emerging start-ups to succeed as Bold Entrepreneurs stimulating the economy.”

The TiE 50 judging process was designed with meticulous planning, screening and judging by a list of over forty prominent entrepreneurs, venture capitalists, corporate executives and other domain experts. TiE is also pleased to acknowledge the nominee companies and those who publicly voted from around the world who contributed to the TiE50 selection process.

TiE50 winners presented their companies in a live showcase over the two days of TiEcon 2009, on May 15th and 16th in Santa Clara, CA.

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About Tonchidot

Tonchidot Corporation (Tokyo, Japan) offers an innovative web service/application named “Sekai Camera”, which enables mobile devices to “change the view of the real world”. Sekai Camera enables camera-attached mobile devices, through an easy-to-use augmented reality (AR) interface, to access hypertagged social, informational and entertainment services over the internet. For more information, visit www.tonchidot.com.

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