



## TechCrunch40

### Ceedo Technologies Honored at TechCrunch40

*Ceedo's virtualization technology for mobile devices will debut at TechCrunch40*

**ROSH HAAYIN, Israel and San Francisco – September 17, 2007 (TechCrunch40)** – Ceedo Technologies, Ltd., a privately held software company that develops and markets desktop virtualization software, today announced that it has been selected as a member of the TechCrunch40; forty of the hottest new startups from around the world. Ceedo will be demonstrating their products at TechCrunch40 on Monday, September 17<sup>th</sup> – Tuesday, September 18<sup>th</sup>.

TechCrunch40 selected companies to participate solely based on merit, demonstrating exciting technology and vision. These 40 companies will showcase exciting new products, technologies and ideas to an audience and expert panel. Ceedo will unveil its newest desktop virtualization interface on Monday, September 17<sup>th</sup> from 10:45 am – 12:00 pm.

At TechCrunch40, Ceedo will debut its newest interface to the Ceedo virtualization platform, Ceedo Mobile. Ceedo Mobile enables device manufactures to create a better customer experience by installing software directly on the device itself. Previously passive devices like cell phones, cameras, MP3 players “come to life” with Ceedo mobile installed. Simply connecting your Ceedo-enabled device to any PC and Ceedo Mobile will launch, enabling you to run a variety of device-centric applications without installation or configuration.

“Ceedo Technologies enables true virtualization solutions for both the enterprise and business customer and consumer to maximize their mobile phones,” said Dror Sofer, president and CEO, Ceedo. “We are very honored to debut our newest virtualization interface at TechCrunch40.”

#### **About Ceedo Technologies (2005), Ltd.**

Ceedo Technologies (2005), Ltd. develops and markets virtualization software for portable devices, based on several patent-pending technologies perfected over the past few years. Ceedo products can mobilize the user's entire digital workspace, providing anything from a fully self-contained, mission-specific application launcher to a broad and personalized mobile desktop and working environment that can be accessed anytime, anywhere. Ceedo is managed by a highly-experienced team of industry veterans with experience in technology development, marketing and management. Founded in 2005, the company's headquarters are located in Rosh Haayin, Israel. For more information, please visit [www.ceedo.com](http://www.ceedo.com).

#### **About TechCrunch20**

The TechCrunch40 conference is designed to showcase the forty hottest new product launches on the Internet and create passionate debates about the new companies and new technologies presented. After reviewing more than 700 applications from 26 different countries, and interviewing 175 businesses, 40 top new companies were selected to showcase their vision and technology by the TechCrunch20, LLC organization including Jason Calacanis, Michael Arrington and Heather Harde with the support of distinguished panel experts. The TechCrunch40 advisory panel includes Marc Andreessen, Chris Anderson, Roelof Botha, Ryan Block, Caterina Fake, Mark Cuban, Marissa Mayer, Brad Garlinghouse, MC Hammer, Rajeev Motwani, Om Malik, Robert Scoble, Dave Winer, Esther Dyson, Guy Kawasaki and Yossi Vardi.

**Media Contact**

Alex Crabb for Ceedo Technologies

+1-617-956-2214

[alex@theinkstudio.com](mailto:alex@theinkstudio.com)