

For immediate release:

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**ANZA Technology Network Announces 2009 Gateway to the US Companies for
Annual Silicon Valley Summit, October 6-7**

Australian Tech Companies Set to Showcase Innovation at Every Level

Sunnyvale, CA – September 29, 2009 – [ANZA Technology Network](#) has announced its lineup of innovative Australian tech companies set to pitch and demo their products at this year’s Gateway to the US Summit at the [Plug and Play Tech Center](#) in Sunnyvale on October 6, from 9 am to 12 noon. The companies are part of a 2-month program devoted to exploring US market expansion opportunities, starting in Silicon Valley.

“This year’s companies demonstrate innovation at every level— technology, business models and customer acquisition” said Viki Forrest, CEO of ANZA Technology Network.

The Australian-based companies include:

- [Earth Utility](#), a sustainable utility company that makes sustainability simple and affordable.
- [iPOWOW!](#), an integrated platform and tools for online video, which collects attitude and opinion from any video in real-time, and allows for sophisticated reporting on responses.
- [myCaRMS](#), enterprise software that addresses the dual requirements of credit liquidity and risk assessment for financial institutions.
- [Myownpad](#), social networking and social gaming integration into a unique virtual world platform that provides an immersive, interactive and social 3D experience.
- [Software Shortlist](#), a proprietary method to help businesses identify software that is most appropriate for their business.
- [Tradeslot](#), combination optimization technology and auction technology that creates transparent and efficient primary markets for scarce resources such as carbon, timber, grain, iron ore, water and more.

In addition, this year ANZA has invited a small group of Australian companies already doing business in Silicon Valley to showcase alongside the Gateway companies.

“Australians are known as world class innovators and ANZA has been a part of bringing this innovation to the world tech stage here in Silicon Valley since 2002,” said Forrest. “A number of these companies have successfully entered the US market and are doing exciting things. We are pleased to give them a chance to let our local audience know that they are here and what they have to offer.”

Three of the Australian-founded companies now doing business in the Bay Area are [Aruspex](#), [5th Finger](#) and [Embedster](#).

Companies will pitch to a panel of judges including venture capitalist John Dyson from [Starfish Ventures](#), Eliane Fiolet, founder of [Ubergizmo.com](#) and Simon Anderson, CMO of [Pictage.com](#).

This year’s Gateway to the US companies have been given the prestigious honor to participate in “Building Entrepreneurial Companies”, a workshop at Stanford University with Stanford Wattis Professor of Management, George Foster.

They also will be participating in a series of Business Forums on Wednesday, October 7, at the Plug and Play Tech Center from 9 am until 5:30 pm. The business forums are open to international startups seeking valuable information on US market entry strategies and include sessions on funding opportunities, legal and taxation requirements, marketing and CEO leadership. Tickets are \$55 and can be purchased at this link: http://www.anzatechnet.com/conference2009/reg/reg1_summit.jsp

A closing night BBQ party and award ceremony to recognize this year’s hottest technologies at the Summit will be held at the Plug and Play Tech Center on October 7 at 6 pm. The event is open to all who are interested in Aussie innovation. Tickets are \$55 and can be purchased at this link: http://www.anzatechnet.com/conference2009/reg/reg1_summit.jsp

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For more information:

ANZA Technology Network: <http://www.anzatechnet.com>

Viki Forrest, ANZA CEO: viki@anzatechnet.com

Plug and Play Tech Center: <http://www.plugandplaytechcenter.com/aboutus/index.php>

Earth Utility: <http://www.earthutility.com.au/>

iPOWOW!: <http://www.ipowow.com/about/Home.html>

myCaRMS: <http://www.mycarms.com.au/>

Myownpad: <http://www.myownpad.com/>

Software Shortlist: <http://www.softwareshortlist.com/>

Tradeslot: <http://www.tradeslot.com/>

Aruspex: <http://www.aruspex.com/home.php>

5th Finger: <http://www.5thfinger.com/>

Embedster: <http://embedster.com/>

Starfish Ventures: <http://www.starfishvc.com/starfishhomepage.aspx?xid=1>
Ubergizmo.com: <http://www.ubergizmo.com/us/about/>
Pictage.com: <http://www.pictage.com/>

ANZA Technology Network is the leading independent organization connecting the Australian, New Zealand and US innovative technology sectors. Through its Gateway and Fast Track to the US programs ANZA has assisted hundreds of Australian and New Zealand companies as they enter the US market—more than any other non-government organization. For more information: <http://www.anzatechnet.com/>. This press release was prepared for ANZA Technology Network by [KazzaDrask Media](#). For more information contact us at 415-606-2085 or kazzadrask@yahoo.com.

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