

MIIAtech Appoints 151 Ventures and Feintuch Communications for Integrated Business Development, Marketing and Public Relations Campaign

NEW YORK and BRUSSELS, July 12, 2011 [PRNewswire](#)/ -- MIIAtech, a next generation search and analytics software company, has selected 151 Ventures and Feintuch Communications to conduct an integrated business development, marketing and public relations campaign.

Headquartered in Brussels and with offices in Hong Kong and New York, MIIAtech is preparing for its formal market entry later this summer. The company's core technology platform, called Tautona™, understands the meaning and context of words and phrases, allowing businesses to search for and quickly find information hidden in large, multi-lingual enterprise databases. Tautona addresses the problem of information overload and inadequate searches for information.

"Our developers have been hard at work for several years now, building a software platform that helps companies to find and utilize the information hidden in their complex IT infrastructures," said Stephen Lernout, chief executive officer, MIIAtech. "Partnering with the experienced business executives at 151 Ventures and the PR team at Feintuch Communications should prove valuable to us as we introduce our technology into several vertical market segments."

"By understanding the meaning of text across multiple languages, MIIAtech's search and analytics platform has the ability to revolutionize knowledge and information sharing across the global enterprise," said Bill Rom, managing partner, 151 Ventures. "We're excited to partner with MIIAtech to build out the company's sales and distribution channels and to bring the company's technology to market in North America."

"MIIAtech's Natural Language Processing and semantic search technology has the potential to be a game-changer for knowledge workers, sales persons and executives seeking to locate the precise information hidden within their enterprises," said Henry Feintuch, president, Feintuch Communications. "We're proud to be part of the MIIAtech team and to utilize our experience in supporting dozens of companies in software development, artificial intelligence, technology associations and others."

About MIIAtech

MIIAtech (www.miiatech.com) is a next generation search and analysis software company. The company has developed an advanced multi-lingual Natural Language Processing platform, called Tautona™, which understands the meaning of what is being searched for and delivers the right information when it is needed, faster and more accurately than any other search system. The Tautona platform helps companies to save time and money by helping them to find the precise information they need from large, complex enterprise databases. MIIAtech, part of MIIA Belgium BVBA, is headquartered in Brussels, with corporate and sales offices in Hong Kong and the United States.

About 151 Ventures

151 Ventures (www.151ventures.com) is a leading consulting and advisory firm that helps mobile software and technology companies build revenue and accelerate time to market through proven business development, sales, marketing and distribution strategies. The firm helps clients develop a winning go-to-market strategy and then execute it to build revenue and drive profits. With experience from executive level positions at Fortune 500 companies and building successful, profitable technology startups, 151 Ventures leverages its extensive network of relationships around the world to position clients for growth and long term success.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. Part of international PR alliance ECP Global (www.ecpglobal.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

Tautona is a trademark of MIIA Belgium BVBA. All other trade names are the property of their respective owners.

SOURCE Feintuch Communications
