

**For Immediate Release**

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**MERSIVE TECHNOLOGIES AWARDED AS ONE OF 100 MOST PROMISING  
TECH VENTURES**

**Red Herring 100 North America Honors Display Technology Company**

**Lexington, KY (May 14, 2009)** – Mersive Technologies, a leading display technology company, today announced that it has been named one of the "Red Herring 100 North America," a prestigious list honoring the year’s most promising private technology ventures in North America.

Mersive Technologies has become a leader in the technology display space by offering a significant number of installations in commercial and military simulation environments, as well as in education, engineering, and research and development organizations. Mersive software solutions for calibrating multi-projector displays facilitate the creation of ultra-high resolution displays using commodity projection and computing equipment.

This year, Mersive plans to accelerate the adoption of what is fast becoming the standard alignment solution in the military simulation industry while fulfilling growing domestic and European commercial demand. Moreover, Mersive is uniquely positioned to build and deploy the world's first general pixel-management operating system, giving the company a clear competitive advantage and showcasing its innovation.

For over 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecom, communications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

In consideration for this award, Mersive evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

“We are pleased to be recognized by *Red Herring Magazine* as a winner of this prestigious award,” said Randall Stevens, CEO of Mersive. “Since the company’s inception in 2004, we have developed a strong intellectual and innovative heritage. Mersive was the first company to fully productize its auto-alignment technology, and as

the company expands and develops new solutions, we will enable the delivery of technology once considered only practical for select high capital industries for a range of applications from simulation to museum displays. The company is poised for success and being a winner of this prestigious award confirms that.”

### **About Mersive Technologies**

Mersive Technologies is a software company that redefines the ease with which ultra resolution, multi-projector displays can be designed, configured, and maintained. A leader in the creation of ultra definition (UD) displays with resolutions greater than high definition (HD) devices, Mersive provides a cost-effective, true auto-alignment solution capable of merging any number of projectors into a seamless display of almost any size, shape, and resolution. Technology once considered only practical for select high capital industries is now made available by Mersive for a range of applications from simulation and training to museum displays and digital signage. Building upon its military simulation market, Mersive now serves the simulation, training, display, and signage needs of corporate, nonprofit (including museums), and academic organizations. Mersive is privately held and venture funded with additional grant support. For more information on Mersive's ultra definition display technologies, please visit [www.mersive.com](http://www.mersive.com).

### **About Red Herring**

Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit [www.redherring.com](http://www.redherring.com).

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