

Qwiki Wins TechCrunch Disrupt Startup Battlefield Award

San Francisco, Calif. – TechCrunch Disrupt Conference – September 29, 2010 – At the TechCrunch Disrupt conference today, 7 finalists competed for the coveted Startup Battlefield Award and \$50,000 cash prize. Qwiki, a disruptive new technology platform that creates a new way to discover information, has been named the winner!

“Qwiki has been a dream of mine for a few years now and presenting it at TechCrunch Disrupt has been such an incredible opportunity for our team,” said Doug Imbruce, CEO of Qwiki. “It feels incredible to win this award at an event like Disrupt surrounded by the most important leaders and innovators in the technology industry. We’re thrilled that attendees, partners and judges all see the incredible potential Qwiki has to truly be a disruptive technology, just as we have believed since the beginning.”

On Monday, Qwiki gave conference attendees a preview of their groundbreaking application that produces an “information experience” in response to user queries, by combining on-the-fly infographics, video, narration, and interactive elements. Their presentation marked the launch of the alpha version of their product; users can now visit <http://www.Qwiki.com> or follow @Qwiki to be invited. Qwiki presented again to a new panel of judges alongside finalists CloudFlare, Opzi, Badgeville, DataSift, Pinger and GameCrunch on the final day of the conference and were handed the Disrupt Cup by New York event winners, Solutio.

“TechCrunch Disrupt has been an incredible experience for us and we look forward to hearing feedback from our users about how to make Qwiki even better,” said Dr. Louis Monier, co-founder and CTO of Qwiki. “We know that we’ve developed an incredible technology platform – we realize that now more than ever after receiving this award today. Now, the next step is to use it and expand its applications to truly change the way people discover and consume information.”

About TechCrunch Disrupt

TechCrunch Disrupt San Francisco (<http://disrupt.techcrunch.com>), is being held Sept 27-29 2010, at the [San Francisco Design Center Concourse](#). TechCrunch Disrupt attracts over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate the most timely disruptions in media, advertising and technology. Afternoons host the Startup Battlefield where 25 new companies will launch for the first time on stage, selected to present from more than 500 applications received from around the world. Another 100 early-stage startups will exhibit in Startup Alley. TechCrunch will award a \$50,000 grand prize along with other award recognitions at the conclusion of the conference.

About Qwiki

Qwiki is a new way to experience information. Using proprietary, automated technology, Qwiki consolidates multiple sources of data on a given topic into a single, immersive experience. Seed investors include early investors and founders of several high-profile Silicon Valley companies, including Google and YouTube. To learn more about Qwiki, please visit www.qwiki.com.