

## **CLOUD-BASED DIGITAL CONTENT DELIVERY PLATFORM WICASTR RAISES US\$800,000 LED FROM GRANATUS VENTURES**

**Armenia & London, 26 September 2014** – WiCastr today announced it has secured financing, raising US\$800,000 and acceleration support led by Granatus Ventures.

Established in May 2013, WiCastr Ltd is a UK/Armenia-based cloud-managed digital content delivery platform enabling anyone to easily create unique hyper local wireless experiences to engage, communicate and drive sales.

*“WiCastr technology is fundamentally changing the way we interact with digital content”,* said Armine Saidi, co-founder of WiCastr. *“Our core technology enables people to interact with each other and their surroundings, using their smart devices, without having to rely on the Internet, cell networks or any apps.”* WiCastr plans to use the funding for product development and marketing.

*“Wicatr is an innovator in enabling businesses to bring relevant content closer to the users”* said Yervand Sarkisyan, Partner of Granatus Ventures. *“We are inspired by the exceptional team of WiCastr and hope to strengthen it with Armenia’s engineering talent.”*

### **About Granatus Ventures**

Granatus Ventures is the first Venture Capital firm in Armenia to provide funding, expertise and networks to promising technology-driven startups based in, or having core value-add activities in Armenia.

Granatus Ventures is backed by an experienced team of investment professionals with a passion for building great companies. Granatus was established in 2013, and has offices in Yerevan, London and Singapore.

For more information, visit [www.granatusventures.com](http://www.granatusventures.com)

### **About Wicatr**

WiCastr Limited is a wireless mobile engagement platform that merges users' online presence with the offline world without the need for an active Internet connectivity, a data plan or an app. WiCastr is a palm sized patent pending device and development platform that creates hyper-local broadcasting, communication and commercial opportunity anywhere.

For more information, visit [www.wicatr.com](http://www.wicatr.com)