



PRESS RELEASE

Reply: three new startups selected by Breed Reply as a result of the “IoT Best in Breed-2” initiative: enModus, Gymcraft, Inova Design.

- **“IoT Best in Breed-3” kicks off today in search of the most promising IoT start-ups.**

Breed Reply (www.breedreply.com) Reply's advanced incubator that funds and supports the development of Internet of Things (IoT) start-ups in Europe and the USA, announces that Agreements have been signed with three additional start-ups in the sectors of Smart buildings, Fitness and Wellness.

Among the 150 plus applications received from all over the world through the initiative “IoT Best in Breed-2”, Breed Reply has selected three startups (**enModus**, **Gymcraft** and **Inova Design**) for their highly innovative solutions, outstanding management and market potential. The investment - that consists of a total amount of 2.375.000 GBP for shareholding ranging up to 30% - strengthens Reply's development strategy on the Internet of Things technologies.

In the Smart Buildings sector: **enModus** (www.enmodus.com) is a Smart Buildings technology company, enabling the monitoring, control and internet connectivity of any device that is mains powered. Wattwave is the enModus patented powerline technology that leverages the existing cabling infrastructure in a building, and offers a unique solution to the problem of long range, low cost, scalable communications in buildings. Together with an open Cloud based platform for remote management and monitoring, the end-to-end solution delivers cost savings, productivity gains and an enhanced building experience in the Smart Lighting Control (SLC) and Building Energy Management (BEM) sectors.

In the Fitness sector: **Gymcraft** (www.gymcraft.es) is a sports-tech company, innovatively combining the mediums of fitness and gaming to build the sports virtual experience of the future. Gymcraft's fitness-games are experienced through 2d-monitor or in full immersion VR-goggles, while using any normal fitness machines. Gymcraft pushes the boundaries of virtual reality standards, providing users with a real-time, interactive, fitness experience, while performing their favorites sporting activities.

In the Wellness sector: **Inova Design** (<http://www.inovadesign.co.uk/>) is a technology company, specialising in the design, development and commercialisation of novel body sensing solutions to optimise performance and prevent illness. Their product offers the measurement of all vital physiological parameters along with motion monitoring in a single miniature ear-based device which is non-invasive and provides continuous real-time data wirelessly to the end user. Inova's patented technology has a host of applications including sport, healthcare and defence.



"The new startups further develop our portfolio and represent a remarkable combination of technical and business innovation" - says Emanuele Angelidis, CEO of Breed Reply - "Thanks to these new partnerships Breed Reply extends its presence in substantial markets where the IoT technologies are deeply impacting products, services and business models – such as the facilities management market, the occupational healthcare sector and the fitness industry. We are very pleased with the results achieved through our initiative "IoT Best in Breed" so far – and we are thrilled to announce the launch of "IoT Best in Breed-3""

Starting today and until November 16th 2015, Breed Reply offers IoT startups the opportunity to present their business projects through "IoT Best in Breed-3" (www.breedreply.com), the biannual initiative aimed at identifying talented teams with a clear understanding of market needs and ready to take the challenge of growing a business in the Internet of Things and Wearable Technologies.

"The best startups are selected and, in addition to funding, will benefit from a transfer of managerial, commercial and technological skills and a strong involvement in the development of solid foundations in their target markets" explained Emanuele Angelidis.

"IoT Best in Breed" has received applications from 26 different countries during the first two editions, covering a wide range of IoT verticals, such as Smart Home, Transportation, Manufacturing, Fitness&Wellness, Energy and Healthcare.

Ideas and projects can be submitted to Breed Reply through the application form on www.breedreply.com.

Breed Reply

Breed Reply, Reply's advanced incubator, funds and supports the development of start-ups on the Internet of Things (IoT) in Europe and the USA. Based in London, with operational offices in Germany and Italy, Breed Reply supports entrepreneurs and young talent by quickly bringing new ideas to the market. This is done via three fundamental services: funding at "seed" and "early stage" level; considerable support with significant know how transfer of business, managerial and technological expertise; and, thanks to Reply's ecosystem, medium-term involvement to establish start-ups in their market. In the IoT sector, the main areas Breed Reply focuses on are Fitness and Wellness, Healthcare, Smart home, Manufacturing, Transportation and Energy. www.breedreply.com

Reply

Reply [MTA, STAR: REY] specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services. www.reply.eu

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