



**THE ONLY PLAYER IN THE GAME - ANTIX LABS COMPLETES  
NORTH-EAST FUNDING**

**19<sup>th</sup> May 2009:** Antix Labs Ltd, the British software engineering company has announced an investment in a \$3m transaction led by North East venture capital firm NorthStar Equity Investors (NSEI) through its Co-Investment Fund (CoIF). The other principal investors are Hotspur Capital and Antix founder and CEO, Francis Charig.

With its UK offices in Stocksfield in Northumberland, and Reading in Berkshire, Antix Lab's software platform, the Antix Game Player, allows consumers to play and share casual to premium quality games and other content across a multitude of different mobile phone handsets, as well as PCs, Netbooks and other multimedia devices.

Founder and CEO Francis Charig said, "The future of gaming is based around services and Antix has a major role to play in letting this happen.

"At present, while consumers can buy and then share music and video, they can't do that with games unless their friends are using an identical device. It's an unnecessary restriction that limits the industry's growth, something addressed by the Antix Game Player. In other words, we make games as portable as music and video."

Peter Davidson, who is responsible for Antix's Northumberland operation said: "The North East has clear expertise in the digital arena which is why we have increased our activities here.

"We are actively evolving plans of co-operation with the region's academic institutions, but we're also targeting gaming businesses seeking to break

into the mobile market who need a sustainable business model to be able to participate in the industry's recent rapid growth. We also want to help those still in education in the region that have the ambition and the skills necessary to be successful in this market place."

Development of the Antix Game Player began in the summer of 2007, its developer kit was launched in 2008 and first handsets incorporating the Player will be available later in 2009. With \$10M already invested in product development, Antix now has multiple commercial licenses with global handset manufacturers and is currently working with numerous games developers and publishers.

Alasdair Greig, Investment Manager at NSEI said: "The Antix Game Player is an innovative and differentiated product with considerable market pull and a clear potential to transform the mobile games industry.

"With a strong board and highly experienced management, a world class engineering team and protected IP, we have every confidence that Antix will continue to build on its achievements to date. This new funding gives the business a healthy working capital in readiness for the launch of the product in the mainstream consumer market."

**– ENDS –**

**Media contact: Liz Davies of Golley Slater PR on 0191 245 9042 or email [liz.davies@golleyslater.co.uk](mailto:liz.davies@golleyslater.co.uk)**

### **Notes to Editors**

#### **About Antix Labs**

The Antix Game Player [AGP] makes games as portable as music or video. It is an innovative, compact, powerful and secure software player designed to meet the consumer's ever increasing expectations and aspirations for playing and sharing high quality games on phones, personal computers, TVs and other connected devices.

Antix Labs, headquartered in the UK, was founded by Francis Charig, a World Economic Forum Technology Pioneer. Development of the AGP began in the summer of 2007 using one of the world's most experienced teams in designing,

building and deploying rich media application platforms. The Player now supports a range of open and proprietary operating systems and other software platforms that perfectly illustrate the many powerful and unique features of the Antix Game Player.

**For further information, please contact:**

Neil Curtis  
Antix Labs  
T: +44 (0) 118 357 0 357  
F: +44 (0) 118 357 0 358  
E: [neil.curtis@antixlabs.com](mailto:neil.curtis@antixlabs.com)  
W: <http://antixlabs.com>

**About NorthStar Equity Investors**

**Proof of Concept Fund (POC)**

POC investments are made between £60,000 and £90,000 and take the form of a convertible loan providing capital at the critical earliest stages of business creation to stimulate the growth of young companies and new technologies.

**Co-Investment Fund (CoIF)**

Specialising in high growth technology investments between £100k and £1m, CoIF leads multi-million pound deals alongside networks of co-investors, including business angels, corporates and other VCs.

Funds are provided by One NorthEast and the European Regional Development Fund (ERDF).

**For more information on the Proof of Concept or Co-Investment Funds contact NorthStar Equity Investors 0191 211 2312 or visit [www.northstarei.com](http://www.northstarei.com).**