

## **Company Information**

Numote Inc. is dedicated to enhancing the TV viewing experience through social recommendations and gossip for TV via users mobile phones. Founder, Vijay Kailas, researched next generation interfaces for TV at the Harvard Graduate School of Design which led to the concept for the company. Board members include David Rose, founder of Ambient Devices, who pioneered the information appliance concept.

## **What is Numote?**

Numote is the a TV watching companion.

With the Numote application for mobile devices, Numoters use their friends to discover interesting, new TV shows. Numote's technology recommends new TV shows based on viewing habits, friends viewing habits, preferences, and show characteristics.

Numote also allows communities to "watch TV together". Numote helps communities share the TV viewing experience by using interactive features and engaging content.

Finally, Numote provides a bluetooth enabled piece called The Pebble, which allows use their mobile device in place of their remote control.

## **FAQ**

### **What is the vision for Numote?**

Numote's vision is to make the TV less isolated with out ruining the lean back experience of watching TV.

### **How did it come about?**

Numote was founded by TV lovers. We watch a lot of TV, actively discuss shows online, and eagerly await new episodes. Numote came about from a desire to share our love of our favorite shows with like minded people -- without having to leave the couch.

### **Who can use Numote?**

Numote is currently in beta. We are seeking beta testers who watch the following shows: The Bachelorette, Kate Plus 8, Americas Got Talent. If you are interested in being a Numote beta tester, or would like to be alerted when Numote launches publicly, please contact us at [contact@numote.com](mailto:contact@numote.com).

Numote is currently only available in the iTunes AppStore for users in the United States.

### **What interactive is planned?**

Numote is rolling out a variety of interactive and engaging features. Currently, our 411 and friends polling features are available for the following shows: The Bachelorette, Kate Plus 8, Americas Got Talent.

## Recent press publications and articles



## [Numote prepares to launch 'social remote control' for iPhone, Android, and TV](#)

I love the slogan for [Numote](#), a new TV remote control technology launching this month: "Waste your time better."

Founder [Vijay Kailas](#) finished up at Harvard's Graduate School of Design in 2008, and started developing the Numote concept shortly thereafter.

"We call it a social remote control for television," Kailas told me last week "It helps users find content to watch, interact with their friends, and get recommendations of shows they'll like." You can see what your other Numote-using friends are watching right now, and whether they love (or hate) a particular show that's coming up next. Numote also helps you find content related to a show online — tapping into Ellen DeGeneres' Twitter feed, for instance, while watching her talk show.

One element of Numote is a mobile phone app that will be available for the iPhone and Android platforms sometime in March, Kailas says. (There will be both free and paid versions.) And in April, the company plans to start selling the second piece: a small set-top Bluetooth receiver (they call it "the pebble") which lets you use your phone to change channels. The pebble, designed by ex-IDEO staffer [Gerd Schmieta](#), will sell for about \$70. (See photo below.) "We plan to sell it through our own site, and several online retailers," Kailas says.

"Right now, on your on-screen programming guide, you just get a blurb written by somebody who probably doesn't watch the show," Kailas says. "We're creating a community that explains the appeal of the show — what people like and don't like. We're using your social graph to make recommendations, because most of the time, you

discover great shows through your friends." Numote will tap into your existing network of friends using Facebook Connect.

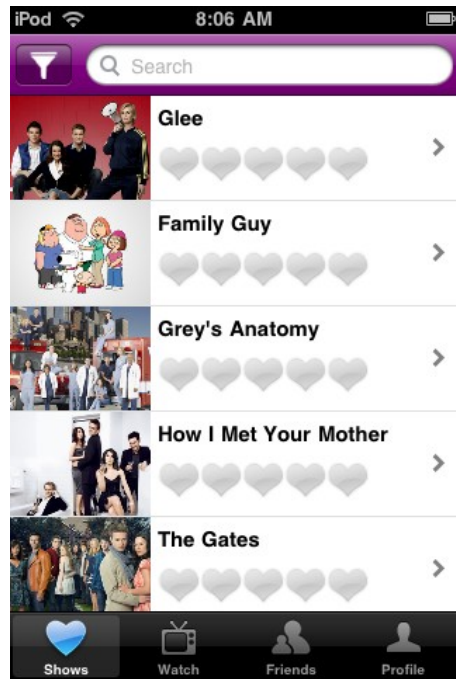
The company has been funded so far by Kailas' friends and family, and an angel investment from David Rose, founder of [Ambient Devices](#). The company doesn't have office space of its own yet, but is based in and around Central Square. (I mentioned them briefly in [yesterday's Globe column](#) on challenges facing start-up consumer electronics companies in Boston.)



Source:

[http://www.boston.com/business/technology/innoeco/2010/03/numote\\_prepares\\_to\\_launch\\_soci.html](http://www.boston.com/business/technology/innoeco/2010/03/numote_prepares_to_launch_soci.html)

# Logo, screenshots and images



NUMOTE



## Further Questions

Please send any press inquiries to [press@numote.com](mailto:press@numote.com).