

Press Release

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Aetopia wins Belfast heat of Seedcorn competition.

Software start-up, Aetopia has won the Belfast regional heat of the InterTradeIreland Seedcorn competition, collecting a prize of €20k. It is one of two Northern Ireland companies through to the all-island final with the opportunity to win the top prize of €100k.

Over 140 companies throughout the Island submitted detailed business plans across seven regions. The Seedcorn competition is run by EquityNetwork, a major initiative of InterTradeIreland. Its objectives are to stimulate the growth of new businesses through the use of private equity. The competition offers €100,000 for the best business plan on the island and six regional prizes of €20,000.

Aetopia is an innovative new software company that specialises in software for Digital Asset Management. Its core product MediaBase is a scalable architecture for the mass storage, indexing, retrieval and sale of digital assets. Digital assets can be any form of rich media object such as images, audio files, video files etc. In a simple analogy, "*MediaBase is to media as a database is to data*".

Aetopia sees huge potential for MediaBase across a range of sectors. Potential uses include media sales, social networks, media syndication, and digital archive systems for museums and libraries. Aetopia has used MediaBase to build

PhotoSales, a photo archiving and online sales system for organisations such as newspapers and photographers who have an archive of digital images.

The company has been trading for only 18 months and has made terrific progress in product development and has won some very important orders from international clients, including some of the largest publishing companies in Europe.

These include the Irish Times, Wegener Multimedia (one of the largest Publishing companies in Holland), the Public Records Office for Northern Ireland (PRONI) and the Ulster Museum. Several exciting new opportunities are in the pipeline.

According to Aidan McGrath CEO – “Winning the Belfast heat of the Seedcorn competition has given us a tremendous boost at a critical time. We have a bunch of customers waiting to get MediaBase installed and we need to recruit additional software engineers urgently. The Seedcorn award will help with our immediate growth plans and it will help to get us in front of potential investors.”

For more information:

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