

## Aura Capital invests in Fromdistance

*Press release, for release on 16th September 2008*

Fromdistance, a leading device management software vendor, announces Aura Capital's investment in the company. This investment helps Fromdistance to expand its business operations in Europe, The Middle East, and through selected markets in Asia and Africa.

Since 2004, Fromdistance has developed device management products, featuring Fromdistance MDM which is marketed and sold to security and cost-conscious organisations. Distribution is handled by way of a reseller network comprising of system integrators, IT service providers, and value-added resellers. The Fromdistance MDM product is not only cost-efficient to deploy, but easy to use. Fromdistance MDM has set new standards in enterprise mobile device management. In particular, Fromdistance MDM offers an industry leading array of features and superior tools for end user support and troubleshooting.

"Fromdistance has been a sovereign pioneer in mobile device management", says Ari Siponmaa, Managing Partner of Aura Capital. "The company has been able to sense trends and develop business by combining technical excellence with customer-driven innovation." Jouko Vierumäki, CEO and founder of Fromdistance, is pleased to have Aura Capital as an investor in Fromdistance and is looking forward to the future with this new partnership. Jouko Vierumäki says, "Aura Capital convinced us with their diligence and track record; they also share our vision of the market." CEO Jouko Vierumäki continues, "The investment allows Fromdistance to further strengthen our product development and channel support."

Mr. Petri Salonen, a Partner of Aura Capital, will become a member of the supervisory board of Fromdistance.

For further information on the investment, contact Jouko Vierumäki, CEO of Fromdistance, [jouko@fromdistance.com](mailto:jouko@fromdistance.com), +372 5292672.

### **Information on Fromdistance**

Fromdistance is an Estonian software company specialised in challenging mobile applications for business use. The flagship product of Fromdistance is Fromdistance MDM, a comprehensive suite for device management for enterprises.

### **Information on Aura Capital**

Founded 1997, Aura Capital is one of the few private venture capital firms in Finland. Aura Capital principally invests in start-up and early-stage companies with exceptional intellectual property and growth potential and hence the investments typically fall in areas such as software, mobile technology, biotechnology and nanotechnology.