

Prime Sense announces that it has completed a second round of funding, raising \$20.4 million.

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Tel Aviv, Israel (May 13, 2008) - Prime Sense announces that it has completed a second round of funding, raising \$20.4 million. The round was led by Canaan Partners and included A round investors, Gemini Israel Funds (who also provided the seed funding) and Genesis Partners.

Prime Sense develops innovative technology that provides digital devices with three dimensional vision, enabling users to interact, in real time and at low cost, with consumer devices in a simple, intuitive way.

"We, at Prime Sense, work closely with our customers to develop a unique set of experiences. This engaging and highly interactive set of experiences will drive a mass market of consumers to buy products that are based on our technology. The funds raised will enable the company to shift from the development phase to sales," says Inon Beracha, CEO of Prime Sense.

"We are delighted to have Canaan Partners, a leading U.S. venture capital firm with strong ties and access to our strategic customers, as an investor in our company," he adds. Prime Sense was founded by a team of entrepreneurs led by Aviad Maizels, the company's President, and includes Alex Shpunt, Dmitri Rais, Ophir Sharon and Tamir Berliner.

Aviad Maizels notes, "Since the mouse was introduced, the complexity of consumer devices has evolved dramatically. In comparison, user interfaces have remained under developed. Prime Sense's technology propels user interfaces straight into the future. This new investment constitutes a strong expression of confidence in the company's team, who have worked tirelessly to develop a series of technological breakthroughs to transform our vision into reality."

"We are very excited to join Prime Sense's group of investors," says Izhar Shay, a Venture Partner at Canaan Partners. "We believe that the company's breakthrough technology positions it as a market leader in the fast growing arena of 3D machine vision, and we are delighted to see the market traction that Prime Sense is gaining with major brands."

Izhar Shay has joined the company's Board of Directors, which is chaired by Dr. Orna Berry. Inon Beracha and Aviad Maizels from Prime Sense, Avi Hasson from Gemini Israel Funds, and Jonathan Saacks from Genesis Partners will continue to serve as board members.

About Prime Sense

Prime Sense develops technology that enables real time, low cost three dimensional machine vision. The technology enables users to interact with consumer devices in a simple and intuitive way. A series of technological breakthroughs makes it the first company to offer affordable 3D machine vision solution for the consumer market. The device enables intuitive full body interaction for gaming, gesture based interface and background replacement for video communication/chat and self generated content applications.

Prime Sense is the leader provider of 3D sensing and understanding technology. For more information visit: www.primesense.com.