



## Dig Dash tells us...

### “Web, Dream and Provence ”

The "Californian" Dig Dash (DIGital DASHboard) project was to publish software tools to simplify access to information on the Web. This became a “Provençale“ reality in September 2006, particularly with the help of Provence Promotion's Home Sweet Home program, the company now employs 10 persons, its products are already recognised by large European MP3 manufacturers and others are under development.

Antoine Buat, the founder, is also the chairman of this strongly "effervescent" company that is showing everyone else the way!

#### > Home Sweet Home? The desire to return home!

Antoine Buat: I discovered Provence Promotion Home Sweet Home program at a meeting between French people in San Francisco. Although I was already planning to return, this event made me realise that there were opportunities to create our own company in France and particularly in Provence. Home Sweet Home strengthened this will and helped to make a better definition of where we would set up our installation. Several opportunities arose throughout the Provence-Alpes-Côte d'Azur region, but the best organised and most attractive conditions were in the Pontet (Meyreuil) business park nursery.

#### > Provence? A growth booster!

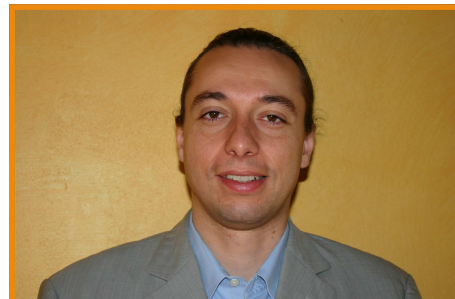
Our development is based on a business with an international vocation. Our products are aimed at all persons with mobile equipment, from private individuals to companies and including manufacturers of mobile phones, video and MP3 players, PDAs. Therefore, it was important for the future of our company to set up close to a source of skills, and particularly the Marseilles ESIL (Luminy Engineers School) and the Avignon Computer Laboratory (LIA). We are now developing a first market, particularly with large European manufacturers specialised in MP3 (MPman, Packard Bell, Logicom, Neonomeric) who are our main customers.

#### > Institutional partners? Link creators!

Provence Promotion, Pays d'Aix Développement, PACA entreprendre and Total Développement... all helped us during our creation in September 2006. And although Provence Promotion was the initiating element in setting up a network with players in the local economy, it is now our driving force for creating links in other countries. Its promotion activities in other countries, and particularly in Palo Alto in October 2007, helped to recreate commercial links with American MP3 manufacturing partners.

#### > Dig Dash? Just as effervescent!

Our ambition is now to set up a wider range of products, dedicated particularly to the business world. Producing software facilitating access to online information and its distribution, requires a much greater investment in the R&D field. This product is in progress and should be available on the market by the end of 2008. Companies will eventually be able to use it for better management of information on the Web (see adjacent inset).



Antoine Buat

#### Dig Dash's first products

Dig Dash Podcatcher 2007 is intended for all users who would like to listen to audio and video programs on Internet. In a few clicks, it can be used to subscribe to a large number of online information magazines free of charge and transfer them to the user's favourite mobile (mobile phone, MP3 player, portable video player, PDA, etc.). Two other products are currently being developed, Dig Dash Express 2007 for anything you want to know, and Dig Dash Enterprise 2007 for a better informed and more efficient company!

#### For further information

About Home Sweet Home: <http://www.investinprovence.com/fr/hsh/>

About DigDash: <http://www.digdash.com/>