



Kiana Analytics Named Hottest Company by Plug and Play Tech Center

Location-Based Analytics Startup Recognized for Rapid Growth and Deployments Worldwide

SUNNYVALE, Calif. – August 8, 2016 – [Kiana Analytics](#), the [location-based analytics](#) company that converts visitors to buyers, announced today that world’s largest startup accelerator, [Plug and Play Tech Center](#), named Kiana the Hottest Company for July 2016. The award recognizes Kiana’s rapid company growth, fueled by the addition of dozens of customers worldwide, including, San Pedro Square Market, Bobbejaaland Amusement Park, a global manufacturer and retailer of affordable luxury jewelry and accessories, a leading designer of luxury accessories and lifestyle brands, a national chain of liquor stores, and many others. The jump in bookings has led to the company’s annual recurring revenue increasing 30x in 2H 2016, compared with 1H 2015.

“Plug and Play chose Kiana Analytics as the Hottest Company because their business is already validated by a number of large companies that are actively piloting or paying for their services. They have demonstrated value across verticals and the ability to scale globally. Kiana is also led by veteran entrepreneurs with a record of successful outcomes. The team is unique in both their level of internal collaboration and in securing several impressive partnerships at an early stage,” explained Jackie Hernandez, VP of Operations & Customer Engagement, Plug and Play Tech Center.

The selection for Hottest Company is based on growth, experience, leadership and execution, as well as relevance for high-demand applications that leverage advancements in mobile, IoT and machine learning. An internal committee of several members of The Plug and Play Management and Ventures Team considered 360 startups in their portfolio before naming Kiana Analytics the Hottest Company for July.

“Demand for our [real-time location services](#) engine has skyrocketed as companies across sectors look to better understand the behavior of visitors in their stores, shopping centers, stadiums or parks. We have seen customer engagement grow by 6x in just one year as the volume of devices our services have detected increased more than 500 percent,” said Kiana Analytics CEO Nader Fathi.

“Plug and Play’s award is a testament to this rapid growth, as well as our differentiation in the market. The Kiana platform is real-time, fully device and hardware agnostic, and highly accurate – capturing visitors within four square meters.”

About Plug and Play Tech Center

Plug and Play Tech Center is the world's largest global technology accelerator and venture fund. Since inception in 2006, our program has expanded worldwide to include entrepreneurs from 24 countries, providing necessary resources to succeed in Silicon Valley. With more than 400 startups and 100 corporate partners, we have created the ultimate startup ecosystem. Plug and Play provides active investments with 180 leading Silicon Valley VCs, and more than 365 networking events per year.

Companies in our community have raised more than \$3.5 billion in funding, with successful portfolio exits including Danger, Dropbox, Lending Club, PayPal, SoundHound, and Zoosk.

About Kiana Analytics

[Kiana Analytics](#) provides cloud-based customer analytics software and patented device detection for operations and proximity marketing. Retailers, shopping centers, restaurant chains, event venues and other businesses worldwide use Kiana's real-time location services (RTLS) engine and data to identify and understand WiFi-enabled foot traffic and showrooming behavior, measure and improve operations, strengthen on-site security and execute real-time targeted campaigns and offers that increase customer loyalty and sales. Founded in 2013, Kiana Analytics is a fast-growing VC-financed company with offices in Silicon Valley and Germany. To learn more, visit www.kiana.io or follow us on Twitter @KianaAnalytics.

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