



## **Xcerion welcomes developers to the cloud – launching free visual Application Designer for icloud, the world’s leading “Cloud OS”**

Linköping, Sweden – April 14, 2008 – Xcerion today announced the launch of a rapid visual Application Designer for icloud, the world's leading collaborative and social “Cloud OS”. The launch represents a major step forward in simplifying the development of truly collaborative, scalable applications, widgets and mashups. icloud enables rapid visual development simply by using drag-and-drop. A Beta version is immediately available for all icloud members.

Xcerion CEO, Daniel Arthursson says, “Now we can offer an easy way for people to rapidly create new collaborative services and social applications on the Internet that scale to millions of users. The icloud service and cloud computing platform will enable people to explore the power of a real networked world.”

Applications that easily lend itself to be created on the icloud service are collaboration and sharing applications, productivity applications like email, calendar, word processing, presentation, sales automation, social communities and mashups of Internet services. In essence, most software found on the desktop and in Web 2.0 services. The Application Designer also opens up for new types of collaborative applications never seen before.

All applications within icloud natively become collaborative without the developer having to think about it. We wanted to facilitate and simplify the social aspects of using a computer says Daniel Arthursson – we wanted to make sharing and collaboration as natural as writing an email or using instant messaging.

The technology powering icloud is built on seven years of R&D.

### **About Xcerion and icloud**

Founded in 2001 by Daniel Arthursson, Xcerion AB provides the world's leading social “Cloud OS” icloud as an online Web 2.0 service. The icloud service will before the end of 2009 have 50 collaborative applications developed by Xcerion, including development tools, an office suite, sharing and applications needed for everyday computing.

Xcerion is based in Linköping, Sweden. Key management includes, Daniel Arthursson CEO, Jonas Thornholm CFO and Marcus Bristav CTO. Xcerion is privately held and venture funded by Northzone Ventures, Scandinavia's leading Venture Capital firm with US \$450 million under management. Other investors include; Lou Perazzoli, one of the original architects of Windows NT and former General Manager of the Microsoft Core OS group, John Connors a partner at Ignition Partners LLC, and former CFO and CIO of Microsoft and Terry Drayton, founder and former CEO of HomeGrocer.com

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