

## The games streaming service of portfolio company Playcast will be installed in smart TV screens of electronics giant Samsung

The collaboration with Samsung, the global leader in television sales, will bring Playcast services to 20 million consumers beginning from the second quarter of 2015

Tel Aviv, 4 January 2015 – Xenia Venture Capital Ltd. (TASE: XENA), an Israeli investment firm specializing in the development of high tech start ups, announced that the games services of portfolio company [Playcast Media Systems Ltd.](#) will be installed in smart television screens produced by electronics giant Samsung, the global leader in smart TV sales.

Playcast's service allows the use of globally leading high quality graphics-rich games directly from the television screen, without the need for a gaming console, in 75 countries worldwide. Playcast offers games of leading international games makers, including 2K Games, Disney Games, Codemasters Software Company, Capcom, Namco Bandai Games, Warner Bros. Interactive Entertainment, Ubisoft, Square Enix, Sega, and Konami Digital Entertainment, as well as independent publishers.

**According to Xenia CEO, Anat Segal:** "Installation of the diverse games service of Playcast in Samsung's smart TVs is the first step in expanding access to the service to millions of consumers and gamers worldwide. Playcast's achievement is unprecedented. For the first time, the service of an Israeli company is being installed directly into a mass consumer electronics product, which is also the most popular and widespread of its kind. We are convinced that installation of the service in Samsung TVs will greatly expand its use and lay the groundwork for installation of the service in the smart TVs of other manufacturers."

Playcast's diverse games service will be available for use in the second quarter of 2015 on Samsung smart TVs. The TVs are due to be sold to tens of millions of consumers in the US, the UK, Brazil, Mexico, Canada, France, Italy, and Spain.

### About Xenia Venture Capital

Xenia Venture Capital is a public high tech investment company traded on the Tel Aviv Stock Exchange (TASE). Xenia is engaged in investing in early stage companies in the areas of high tech and med tech in Israel. In addition to financing, Xenia provides its companies with mentoring, business and strategic counseling, and fundraising assistance, as well as extensive services necessary for managing technological ventures. Xenia management, board of directors and advisory board are comprised of highly experienced entrepreneurs and business professionals with proven track records in a wide range of industries. Since its inception in 2004, Xenia has invested in over 26 companies, which have attained significant technology and business achievements, resulting in substantial valuation increases. Over the years, Xenia has obtained a significant position in the Israeli high tech eco system, and has established significant

cooperation and strategic relations with leading partners in Israel, US, Europe and the Far East.  
[www.xenia.co.il](http://www.xenia.co.il)

Xenia's portfolio companies include the following:

Superfish -- a visual web-based search engine with over 80 million users.

Polypid -- a platform for local, delayed and controlled release of a range of drugs in a wide variety of applications, including orthopedics and dental implants.

Playcast -- a technological platform for cloud-based games.

Saguna -- a software offering mobile caching to relieve loads in mobile networks due to the increasing volume of video and image content in these networks.

Ortho-Space -- an expendable balloon implant which is intended to treat patients suffering from shoulder pain as a result of the Rotator Cuff Syndrome.