

Xenia's first 2013 investment:

Live Tune to Raise NIS 2 million, NIS 1.7 million of which to Come from Chief Scientist

- Live Tune develops a technology to be used in a unique application which receives, identifies, analyzes and provides feedback to the quality of performance on musical instruments and vocals
- Currently, the application has tens of thousands of registered users and yet a larger number of users have downloaded the application

Jerusalem, Israel, January 3, 2013, Xenia Venture Capital (TASE:XENA) – has announced that its first investment for 2013 is in Live Tune. Out of a total round of NIS 2 million, NIS 1.7 million will be provided by the Chief Scientist. Xenia will provide the remainder of the funds. Following the round, Xenia will hold 34% of Live Tune.

According to Anat Segal, CEO of Xenia: "We are happy to begin 2013 with an investment in Live Tune, which is part of a huge market of music teaching and training for music aficionados as well as for professional musicians. Live Tune has developed a unique technology, which enables users to play, listen to, and learn how to play musical content of various kinds while receiving feedback for the quality and precision of their performance in real time. Xenia will accompany and promote the company, providing it with a complete set of business services. We believe that many more users will download the application in 2013. A rapid increase in the number of users will constitute a realization of the Live Tune's potential, creating significant value for the company."

The company's application, called JamStar, is currently available for the iOS and Android platforms, as well as for internet browsers. The application was first introduced for guitar. It has a user friendly interface which enables users to choose tunes or content easily, while displaying the guitar strings, and showing how to strum them so as to best perform the chosen tune. As aforesaid, the application provides users with immediate feedback, as well as a summary indicating how users can improve their performance and which aspects require further work.

An introduction to the JamStar application is available at:

[JamStar Acoustics introduction - YouTube](#)

Please visit JamStar's website, at:

[Jamstar Acoustics](#) | [Learn Guitar](#) | [Guitar Lessons](#) | [How to play guitar](#)

About Live Tune

Live Tune is developing a unique technology which receives, identifies, analyzes and provides feedback for the quality of performance on musical instruments and singing, in real time. Live Tune is using this technology to develop an automated learning and practice platform, which is effective and fun, for various instruments as well as for singing. Live Tune was founded by Kobi Stok, a software engineer with eight years of experience in developing software for SAP. Mr. Stok is an expert in developing user interface for the internet. Live Tune has recently introduced a beta version of the application.

About Xenia Venture Capital

Xenia Venture Capital (TASE: XENA) is a publically traded investment company that invests in seed stage startups, nurtures, and escorts and them through their various stages of development, leading them to become viable, independent and successful high-tech companies in the areas of IT, Internet, mobile and Medical Devices. Xenia invests first via its technological incubator, benefiting of funds from the office of the chief scientist of the State of Israel (OCS), and then via follow on investments in its portfolio companies. Xenia's goal is to increase value of its holdings, to successfully materialize its investments, and to continue to create new startups, in an evergreen model.

Among Xenia's founders and main shareholders C. Mer Industries, Mivne Taasia (of Fishman Group), leading institutional investors including IBI, Menora Insurance Group, Dash Apax, Anat Segal (CEO), and others. Xenia's Board of Directors and Advisory Board comprise of highly successful entrepreneurs, academia and high-tech industry executives, including Tal Menipaz, Haim Mer, Dr. Orna Berry, Prof. Gaby Barabash, Roni Einav, Aki Ratner, Gideon Mantel, Dr. Yafit Stark, and others

Since its inception in 2003, Xenia Venture Capital has invested in more than twenty five companies, many of which have completed follow-on investment rounds, launched products in global markets, reached significant sales and profitability, and formed valuable strategic partnerships. Leading IT portfolio companies include, among others, Arcos, BandWD, Safepeak, Superfish, M-Photo, Intuview, Playcast, SAManage, BookPulse and Saguna. In the medical device field, Xenia has invested in BioProtect, NeatStitch, Medi-tate, Polypid, ActiVein, Xenolith, and OrthoSpace. For more information, Please visit our website at: www.xenia.co.il.